PRICE 15 CENTS

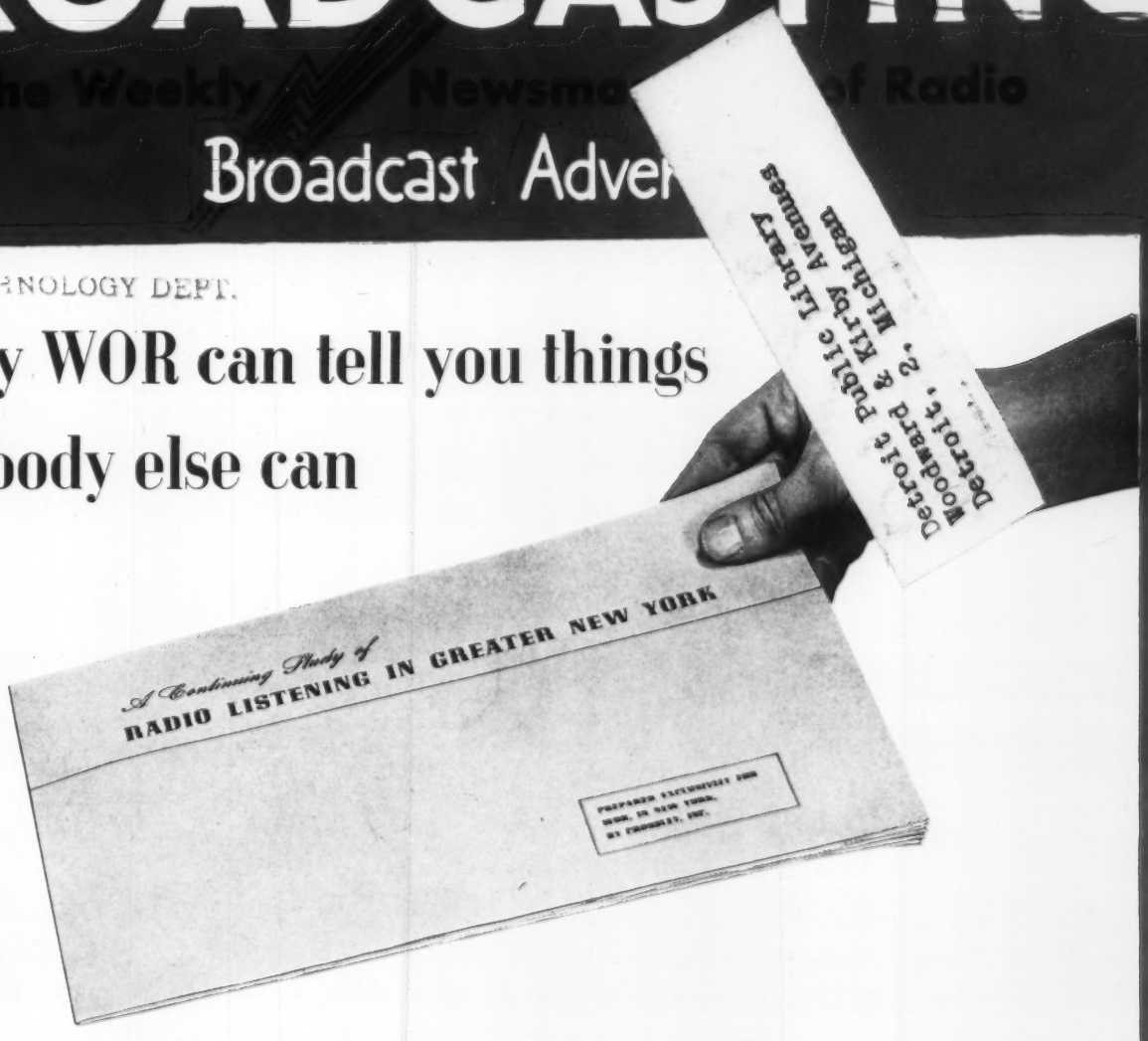
BROADCASTING

The Weekly Newsmag[illegible] of Radio

Broadcast Adver[illegible]

TECHNOLOGY DEPT.

why WOR can tell you things nobody else can


Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan
A Continuing Study of
RADIO LISTENING IN GREATER NEW YORK

QUIETLY IN AUGUST 1941 WOR rang the curtain up on a new and revolutionary kind of local audience report, "A Continuing Study of Radio Listening in Greater-New York."

It was—and is—the most scientifically accurate, complete and informative study ever launched by any station anywhere.

Why?

Because—planned and developed by WOR, it is conducted by unbiased, authoritative Crossley, Inc., nationally known samplers of public opinion from coast to coast.

Because—its personal interviewers talk to *all kinds* of people in *all kinds* of homes, not just telephone owners. Thus, WOR knows how your program, and all other programs, rank in the minds of a good cross-section of about 6,000,000 people who are *not* talked to by telephone interviewers.

Because — its interviewers personally talk to listeners in Greater-New York no later than 2 hours after they've heard your broadcast. They speak to listeners while the impression you've made is fresh; before they've had a chance to forget, or substitute a new impression for the one you and your program made.

The three points mentioned above give you only a sample of the scope and depth of WOR's "A Continuing Study of Radio Listening in Greater-New York." For this study uncovers the ages of listeners, too. Also their sex, and many other important elements that take the guesswork out of timebuying; bring you a greater per-penny profit on every penny you invest.

that power-full station **WOR**

at 1440 Broadway, in New York

IN TOWN . . .

BATTLE CREEK, MICH.—Mr. and Mrs. Ray M. Clark, of Battle Creek (pop. 43,453), left the farm 22 years ago, but still own 40 acres 11 miles from town. Of their five children, Keith, age 15, still lives at home; the other four are married, the oldest, Victor, lives on an acreage near Battle Creek. Mr. Clark is chief bottle checker at the Sullivan Milk Products Company, their oldest employee in years of service. Every week, they listen to the WLS National Barn Dance, and every afternoon, Mrs. Clark listens to WLS. The pictures show Mr. Clark at his work; the family at their radio, and Mrs. Clark fixing an after-school snack for Keith.

In Town and Country . . . There's a Common Background

ON the farms, the Main Streets, and city boulevards of Midwest America, you'll find the same type of people, folks with the same likes and interests. Consider this family, Mrs. Ray M. Clark of Battle Creek, Michigan, and her neice, Mrs. F. Russell Thomas, wife of a farmer near Tekonsha, Michigan. The Clarks used to be farmers themselves, but now he is chief bottle checker for a big milk company in Battle Creek. Mr. and Mrs. Thomas both grew up on farms. The Clarks, in Battle Creek, and the Thomases, on the farm, are all regular WLS listeners. Both families are influenced by WLS in buying habits, too. Checking their purchases last year in classes of goods advertised on the station, we found 38% of the Clark's selections were brands advertised on WLS, and 56% of the Thomases' selections were WLS advertised. Here's a ready-made acceptance for your product. Whether you sell to city people or farm folks, WLS offers you direct contact. There's a long-time loyalty between WLS and our listeners. That's why WLS Gets Results!

WLS CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

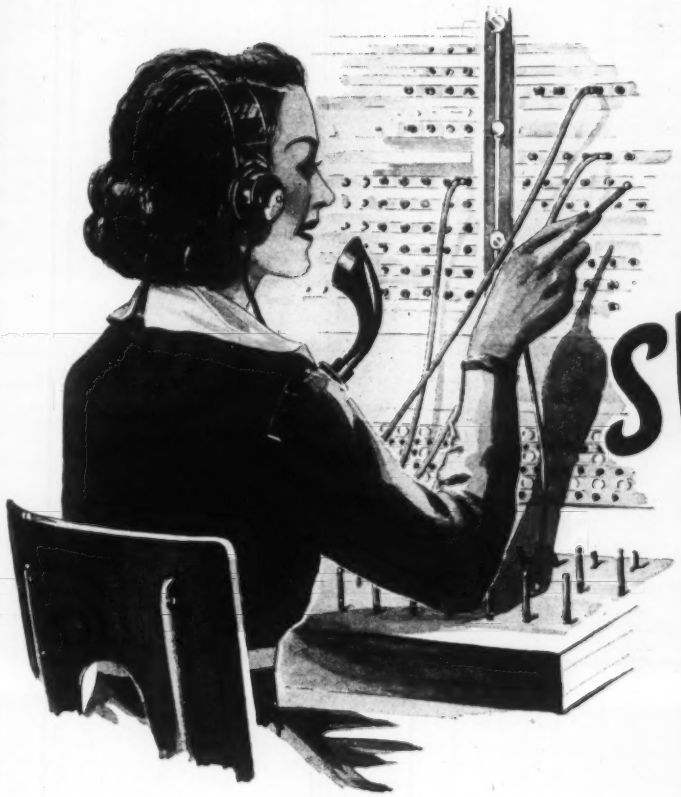
MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK— KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL

. . and COUNTRY

TEKONSHA, MICH.—Mr. and Mrs. F. Russell Thomas farm 80 acres near little Tekonsha, where they live in a sturdy and picturesque log house. They were off the farm for 12 years, when Mr. Thomas worked in various small towns and cities, managing a salt factory, a grain elevator, and other businesses closely associated with farming. They returned to the original family farm in 1941. The pictures show Thomas at the woodpile; Mrs. Thomas with their youngest child, Frank Russell III, and the rest of the Thomas youngsters, lined up with their school lunch buckets: Edward 13, Lois 12, Dorothy 11, Betty Lou 10, George 9, Norma 7, Esther 5.

Advertisement No. 2 in a Series

To talk long distance you still have to go through the



LOCAL SWITCHBOARD

THAT'S elementary. We only mention it because the same thing is true in radio. You have to go through a local hometown station to reach the mass of retail buyers in a given area.

New England is network territory. Long distance selling via two or three stations does not reach the real New England — the 21 important city and suburban areas comprising the 2,055,010 radio homes.

Yankee's 21 hometown stations do reach this market as a whole, with direct impact in every spot where concentrated population means concentrated buying power.

Each station is a strongly intrenched local enterprise, producing for local merchants and possessing the respect and good will of the very dealers whose cooperation you seek.

You can turn a cold reception into a warm welcome by talking to these people through their own hometown stations — the 21 locally accepted stations of The Yankee Network.

Acceptance is

THE YANKEE NETWORK'S

Foundation

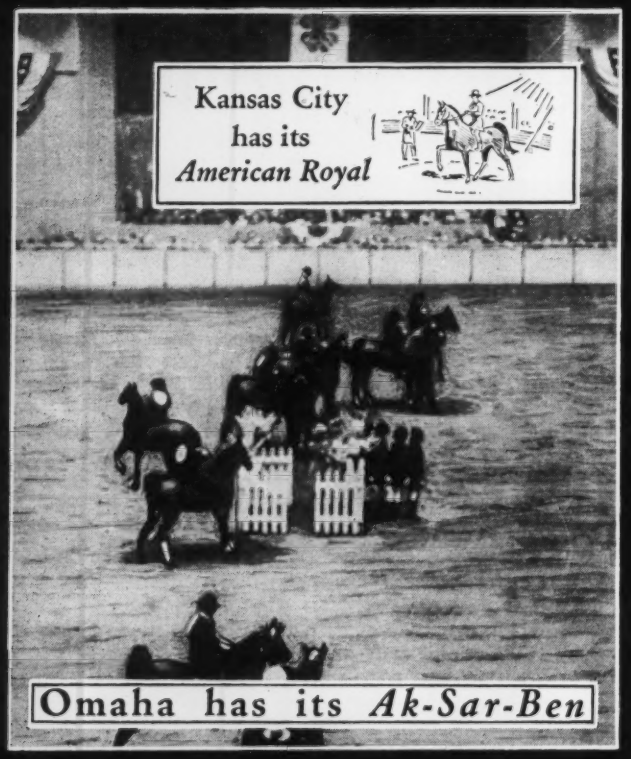
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KOIL Columbia, of course The Radio Buy of OMAHA



Omahans Have a Definite Fancy . . . for Fancy Horses

● While, of course, they have been discontinued for the duration, Ak-Sar-Ben Horse Shows were, for years, regarded as one of the top equine events of the country. In fact, Omahans are owners of some of the fanciest "hoss flesh" a-hoof.

Omahans are prosperous, responsive people with a desire for . . . and the means to buy . . . services and merchandise that will make life better, fuller and more interesting.

To reach this TOP Market most directly, and at lowest cost, the TOP Buy is KOIL. Let us send you availabilities.

WORTH REPEATING

DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power . . . during the first nine months of 1943.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS Omaha in
5000 WATTS 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Copyright 1944 by Broadcasting Publications, Inc.

IN THIS ISSUE—

Committee Split May End FCC Probe	9
'Fly Plans U. S. Ownership'—Cox	9
Adair Named FCC Chief Engineer	10
NRDGA Offers Sample Discs On Air Programs	10
Judicial Radio Regulations Urged in Canada	11
ABC Network Organized For Religious Programs	12
Agencies Exhibit Television Commercials	12
Arizona Pub. Co. Sells Radio Interests	14
WIBC Bought By *Indianapolis News*	14
Two More Local Outlets Granted	14
Club Women Hear Dangers of State Radio	18
Census Bureau Finds Westward Shift	22
Radio Praised for War Bond Sales	24
WGAR-WJR Executives Survey 16 Cities	26
Paul Porter Heads Democratic Publicity	31
RTPB Reviewing Television Sound	64
Crossley Urges Radio Research Program	70
Open Record Rule Is Termed Unfair	70

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

SOL TAISHOFF, Editor and General Manager — MARTIN CODEL, Publisher (on leave)
Maury Long, Advertising Manager — Bernard Platt, Circulation Manager
J. Frank Beatty, Managing Editor — J. N. (Bill) Bailey, Associate Editor
K. R. Breslau, Adv. Production Mgr. — Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor — S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

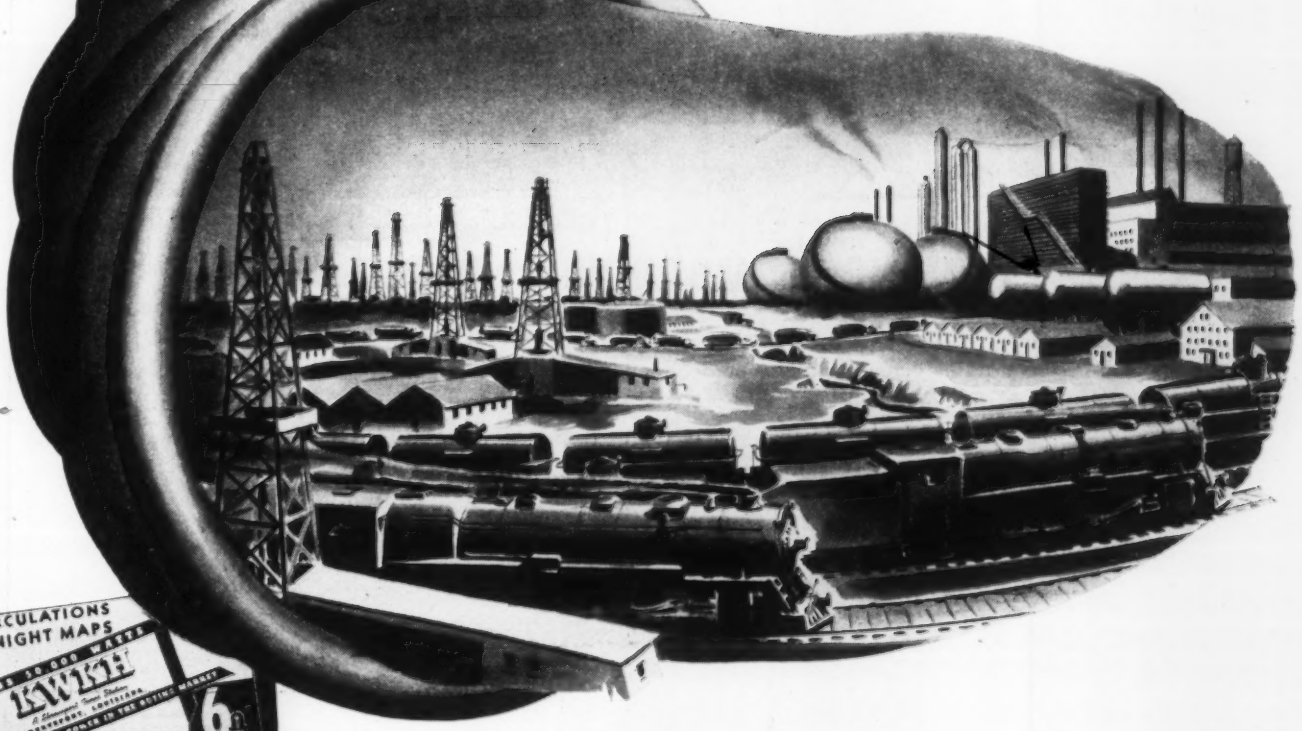
HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. — Los Angeles, Western Pacific Bldg.

CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes

WFLA TAMPA NBC
JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

BLACK GOLD

Here are facts about the KWKH area that you should know. Within its boundaries comes one-fifth of the nation's oil which is equal to one-tenth of the world's total oil production. Within the same area is the world's second largest known supply of Natural Gas. Add to this the region's other rich natural resources and diversified industries and you have a market in which you can sell <u>now</u> . . . build sales for the future.



Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

TESTING TOMORROW'S RADIO TUBES

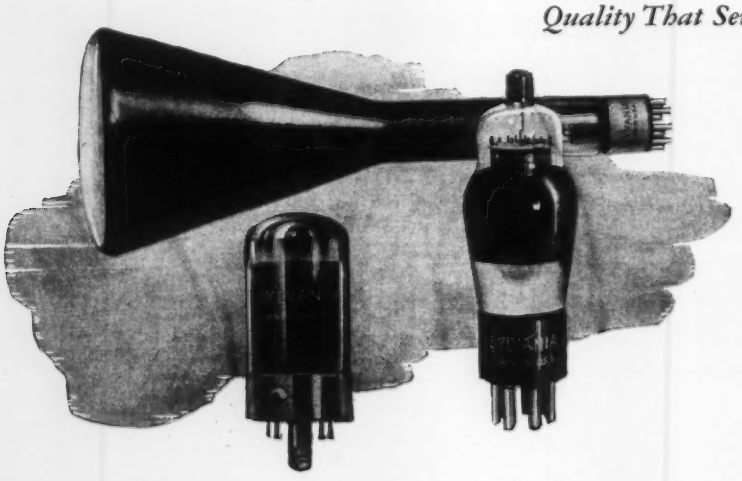
• Early in the war, Sylvania engineers stepped up experiment to perfect more rugged and more sensitive radio tubes for vital military communications.

Engineers added to a great array of precision checking instruments. They designed and built special new instruments to detect variations in radio tube characteristics never charted before.

This intensive research program has developed improved radio tubes. Many are now military secrets. But they promise to make postwar radio reception a revelation of clarity and fidelity.

After the war, as in the past, it will pay you to sell Sylvania.

Quality That Serves the War Shall Serve the Peace



RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

And now...

TWO Canadian Networks!

The Canadian Broadcasting Corporation now provides the facilities of two Canadian Networks, each of which makes possible comprehensive coverage of Canadian radio homes.

These two great networks are now known as the Trans-Canada Network and the Dominion Network—each performing a national radio service to Canadians throughout Canada.

RADIO STATIONS COMPRISING EACH NETWORK

TRANS-CANADA

MARITIMES

CJCB	Sydney
CHNS	Halifax
CFCY	Charlottetown
CBA	Sackville
CKCW	Moncton
CHSJ	Saint John
CFNB	Fredericton

EASTERN

CBM	Montreal
CBO	Ottawa
CKWS	Kingston
CBL	Toronto
CKSO	Sudbury
CFCH	North Bay
CJKL	Kirkland Lake
CKGB	Timmins
CKPR	Fort William

PRAIRIE

CKY	Winnipeg
CBK	Watrous
CJCA	Edmonton
CFAC	Calgary
CJOC	Lethbridge

BRITISH COLUMBIA

CFJC	Kamloops
CKOV	Kelowna
CJAT	Trail
CBR	Vancouver

DOMINION

EASTERN

CHLT	Sherbrooke
CFCF	Montreal
CKCO	Ottawa
CHOV	Pembroke
CFBR	Brockville
CJBC	Toronto
CHEX	Peterborough
CHML	Hamilton
CKTB	St. Catharines
CFPL	London
CFCO	Chatham

PRAIRIE

CJRL	Kenora
CKRC	Winnipeg
CKX	Brandon
CJGX	Yorkton
CKRM	Regina
CHAB	Moose Jaw
CFQC	Saskatoon
CKBI	Prince Albert
CFCN	Calgary
CFRN	Edmonton

BRITISH COLUMBIA

CHWK	Chilliwack
CJOR	Vancouver
CJVI	Victoria

Choice features from seven great broadcasting systems are at the dials of Canadian audiences through the facilities of these two networks. Programs from CBC, BBC and the four leading networks of the United States are blended into a balanced schedule making radio the highly successful medium which it is in Canada.

For full information on available times, rates, etc.

CBC RADIO CANADA

Write to

Commercial Department,
55 York St., Toronto

1181 St. Catharine St. W.,
Montreal

CANADIAN BROADCASTING CORPORATION

MAYMIE, IT'S YOU!

Maybe her voice didn't say anything more than just "Hello"—but you know (and we know) that a *voice* can carry more emotional impact and more recognition-value than a million *words!*

Thanks to Sonovox, radio advertisers can now speak to their audiences in voices so distinctive and memorable as to insure *instant* sponsor identification—even if the listener is playing cards, or reading the paper, or washing the dishes. . . .

What is the extra value of this one small "plus", among all the other Sonovox advantages? However small you assess it, it's many times greater than the cost of Sonovox. At least that's the opinion of some of America's most wide-awake buyers of radio time.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The *only* additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.
American Industries Salvage Committee (Steel Scrap Drive)
McCann-Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc.
Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co. and
Wm. Esty & Co., Inc.
Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
E. T. Howard Co.
Feltman-Curme Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.
Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.
Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.
Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvino Rey and his Orchestra
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Mistol)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

CHICAGO: *180 N. Michigan* Franklin 6375 — **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 — **SAN FRANCISCO:** *111 Sutter* Sutter 4353 — **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 — **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 8 WASHINGTON, D. C., FEBRUARY 21, 1944 $5.00 A YEAR—15c A COPY

Committee Split May End Probe of FCC

Minority Members, Garey May Resign

By BILL BAILEY

COLLAPSE of the House investigation of the FCC amid implications that it has become a political issue was foreseen on Capitol Hill last week as the Select Committee, named a year ago, split wide open with the three Democrats aligned against the two minority members over procedure of the inquiry.

Reports gained circulation in Congress that this week may see an explosion of far greater intensity than has appeared on the surface and one that will dwarf the charges made against the FCC. Last week's split of the House Select Committee was interpreted as a forerunner of what is to come. Added up, developments were these:

The Committee majority, Chairman Lea (Cal.) and Reps. Hart (N.J.) and Magnuson (Wash.), meeting in executive session Wednesday morning, voted unanimously to postpone the investigation into the sale of WMCA New York in December 1940 by Donald Flamm to Edward J. Noble, chairman of the board of the Blue Network Co.

Reps. Wigglesworth (Mass.) and Miller (Mo.), Republican members not present at the executive session, issued a statement late Wednesday denouncing action of the three Democrats as a "hush-hush move, pure and simple, to keep unsavory facts from the public". (See texts, page 60).

With Rep. Hart now aligned with Reps. Lea and Magnuson, it appeared a certainty that Eugene L. Garey, Committee general counsel, would leave. Heretofore Rep. Hart has lined up with Reps. Wigglesworth and Miller in demanding that Mr. Garey be retained.

In event the general counsel leaves—and on Capitol Hill there seemed to be no doubt of it—Messrs. Wigglesworth and Miller plan to resign on the floor, it was reported. Neither Congressman would comment beyond their joint statement of Wednesday afternoon, however.

Their contemplated resignations would be based on the ground that they could not serve the people by being parties to a move to "hush" rather than expose alleged violations on the part of the FCC. Should that take place, then it was pointed out that Minority Leader Martin (R-Mass.) may refuse to appoint successors on the same grounds, thus causing a collapse of the probe.

Appropriations Hearing

Reports were current in Congress that Administration forces, prompted by FCC Chairman James Lawrence Fly, have brought heavy pressure on the Committee to sidetrack the WMCA investigation and give the Commission an opportunity to present its defense before the Senate passes on the 1945 Independent Offices Appropriations Bill.

A Senate Appropriations subcommittee, which held hearings on the bill last week, is expected to file its report this week. It was reported that the Senate group was inclined to favor a free hand for the FCC in allocating its appropriation, rather than cutting certain amounts from specific departments. The House already has voted to force transfer of radio intelligence activities from the Commission to the military services, as recommended by the Joint Chiefs of Staff, by lopping off $1,000,000 from the Radio Intelligence Division and $500,000 from the Foreign Broadcast Intelligence Service. The Budget Bureau estimate for the FCC was $8,371,700 and the House cut the figure to $6,716,843—a reduction of $1,654,857.

Meanwhile Sens. Wheeler (D-Mont.) and White (R-Me.) conferred last Friday on their bill (S-814) to revamp the Federal Communications Act. They expect to have a revised measure ready for committee consideration in the near future.

That dissension within the Select Committee has been brewing for some months is no secret. When Rep. E. E. Cox (D-Ga.) resigned as chairman after his resignation had been demanded by Commissioner C. J. Durr [BROADCASTING, Oct. 4], and Rep. Lea was named chairman by Speaker Sam Rayburn (D-Tex.), Mr. Garey became the target of presistent accusations.

Fly Letter to Lea

The latest was a fortnight ago when Chairman Fly wrote Chairman Lea, accusing Mr. Garey of "deliberately" blocking the FCC defense and of conducting an "undercover propaganda mill" [BROADCASTING, Feb. 14]. Franklin S. Wood, attorney for Mr. Noble, also wrote the Committee and followed it up with telegrams protesting that to continue the WMCA sale investigation would be to injure Mr. Noble's defense in a suit brought in the New York Supreme Court by Mr. Flamm.

Chairman Lea said last Thurs-

(*Continued on page 58*)

Gov. Cox Says Fly Plans U.S. Ownership

1920 Nominee Points to Studied Campaign By Chairman

A STUDIED campaign toward Government ownership of radio in the United States is attributed to FCC Chairman James Lawrence Fly by former Gov. James M. Cox, of Ohio, newspaper publisher and owner of three stations. Gov. Cox in 1920 was the Democratic nominee for President.

"I am convinced that Fly wants radio to be turned over, if not abruptly then by easy stages as political conditions permit, to the Government," Gov. Cox said. The disclosure came in a letter to J. Leonard Reinsch, managing director of WSB Atlanta, WIOD Miami and WHIO Dayton, the Cox-owned stations. A copy of the letter dated Jan. 20, is in the hands of Chairman Burton K. Wheeler, of the Senate Interstate Commerce Committee.

"If we had Federal ownership," Gov. Cox commented, "then a Huey Long administration could never be gotten rid of."

Gov. Cox had Franklin D. Roosevelt as his vice-presidential running mate in the 1920 campaign. A close relationship has existed between them since that campaign. The 73-year old statesman has made few public utterances, however, in recent years, and never has commented publicly on the New Deal or FCC radio policies or regulatory methods.

JAMES M. COX

Gov. Cox is publisher of the *Dayton Daily News*, the *Atlanta Journal* and the *Miami Daily News*, each identified with station operation. He was a member of Congress from 1909 to 1913 and served six years as Governor of Ohio, having been nominated for the Presidency while serving his last term.

In his letter to Mr. Reinsch, who was a witness before the Senate Interstate Commerce Committee in favor of the White-Wheeler bill (S-814) to restrict FCC powers, Gov. Cox said there were three things highspotted in his mind regarding the whole radio situation.

"First," he said, "there is the

(*Continued on page 59*)

Adair Named Chief Engineer of FCC

Siling Gets His Post; Woodward Is Int'l Division Chief

TAKING cognizance of practical problems of allocations and planning in radio, the FCC last Wednesday by unanimous action promoted George P. Adair, assistant chief engineer in charge of broadcasting, to be chief engineer, and at the same time elevated Philip F. Siling, chief of the International Division, to the Adair post in charge of broadcasting, with Marion H. Woodward advanced from assistant chief to chief of the International Division.

Mr. Woodward

The new engineering department organization came a day following the assumption of office as a member of the FCC by Lt. E. K. Jett, chief engineer since 1938. Mr. Adair's promotion is on a permanent basis, since he fills the Jett vacancy. The other promotions, while made without temporary rank, nevertheless are by law for the duration only. Lt. Com. Gerald C. Gross, of the Navy, is on leave as assistant chief engineer in charge of broadcasting.

Merit Promotions

The appointments were hailed both within the FCC and by the communications industry as merit promotions. In each instance the senior engineer was moved up a notch.

More than usual significance attached to the FCC's unanimous action, in the light of far-reaching studies and planning in connection with allocations to all types of radio and communications services following the war. Needs not only of new broadcasting services, such as television, FM and facsimile, but also of tremendously expanded commercial aviation activities, maritime service and other communications systems must be taken into account.

Lt. Jett, as a member of the Commission, is expected to retain his chairmanship of the coordinating committee of the Board of War Communications, wartime agency endowed with broad powers. He is expected to relinquish his post with the Radio Technical Planning Board, Government-industry cooperative group created to consider post-war allocations and standards. It is presumed that Chief Engineer Adair will assume those functions, along with certain other advisory and planning duties heretofore handled by Lt. Jett.

Similarly, it is expected that Mr. Siling will take over RTPB and BWC assignments heretofore held by Mr. Adair, while Mr. Woodward will succeed to the multifarious coordinating functions heretofore handled by Mr. Siling. Mr. Siling, who was named head of the International Division in 1941, is an allocations expert and has a broad background in communications and radio engineering.

The new chief engineer, a native of Texas, became chief broadcast engineer of the Commission in December, 1941. He joined the FCC 10 years earlier as an engineer in the Broadcast Division, became acting assistant chief of that division in 1936 and assistant chief in 1939.

SWEARING TO UPHOLD the Constitution and to carry out the duties of Federal Communications Commissioner to the best of his ability, E. K. Jett last Tuesday took the oath of office as Commissioner, following his unanimous confirmation by the Senate. Administering the oath is Helen Marston of the FCC Law Dept.

Born at Rancho, Tex., Dec. 8, 1903, Mr. Adair is a graduate of Texas A & M with a B.S. degree in electrical engineering. He was a radio amateur while in high school. Upon graduation from college in 1926 he worked for nearly four years with the Radio Engineering Department of General Electric Co. in Schenectady, testing, designing and installing carrier current radio equipment. In 1929 he became associated with Straus-Bodenheimer, Texas electrical distributor.

During his FCC tenure, Mr. Adair has made far-reaching studies of all phases of broadcast allocation. He was instrumental in drafting the Commission's Standards of Good Engineering Practice governing broadcast and other services.

Mr. Adair married Evelyn Grey Ford, of San Antonio, in 1927. They have two children, George Jr., 11, and Robin Anne, 9.

The new assistant chief engineer was born in East Orange, N. J., Aug. 14, 1897. He graduated cum laude from Yale in 1917 with a

(*Continued on page 67*)

FREQUENCY ALLOCATIONS were under discussion last Thursday when George P. Adair (r), new chief engineer of the FCC, and his assistant in charge of broadcasting, Philip F. Siling, got together for an informal conference following their respective appointments late Wednesday. Mr. Siling, an expert on allocations, succeeded Mr. Adair as assistant chief engineer in charge of broadcasting, while Mr. Adair moved into the post vacated when E. K. Jett was sworn in as Commissioner.

STERLING LAUDED

Engineer in Charge of RID Commended by FCC

COINCIDENT with the reorganization of its Engineering Dept. last Wednesday, the FCC made public a letter of highest commendation to George E. Sterling, assistant chief engineer in charge of Radio Intelligence Division.

Mr. Sterling

Signed by Chairman James Lawrence Fly upon authority of the Commission, the commendation said the Commission "desires to thank you for the splendid services which you have rendered in a highly responsible and most difficult task." The letter referred to Mr. Sterling's stewardship in World War I in assisting in the organization of the first "radio intelligence unit" and the commendation he then received from the Chief Signal Officer of the AEF for "especially excellent and meritorious service."

Reference was made to his continued work in this field and to his authorship of *The Radio Manual*, used as a standard textbook. Alluding to his direction of radio detection and intelligence during the present war, the letter stated that he had shown "greatest skill and greatest interest" in that work. The benefits to the country were described as "tremendous."

"If we must look to the morrow for the writing of the history," concluded the letter, "we can, nevertheless, rest content that it will be written so indelibly that all may recognize and appraise it as we can do."

Symphony Premiere

WESTERN Hemisphere premiere of Dimitri Shostakovich's "Eighth Symphony", will be broadcast on CBS by the New York Philharmonic April 2, under direction of Dr. Artur Rodzinski.

NRDGA Offers Sample Discs Depicting Store Air Programs

RETAIL stores interested in learning about radio programs used successfully by other retailers may obtain recordings of such programs through a new service of the National Retail Dry Goods Assn. In the new radio section of the association's February "Promotion Exchange," NRDGA describes the *Holmes Newspaper of the Air*, radio program developed by the D. H. Holmes Co., New Orleans, explaining:

"If at any time you are interested in a definite program that is printed here, we shall make arrangements to send you a recording of that program . . . at the present time we have several records in stock and our supply is growing. So if you have any definite program in mind, if you will contact us we shall try to get a recording for you."

List of Recordings

In addition to the Holmes programs, NRDGA also has recordings of the programs of Taylors, Kansas City; Hochschild, Kohn & Co., Baltimore; Richards, Atlanta, and Sage Allen, Hartford, according to Lewellyn Harries, manager of the sales promotion division of NRDGA, who said the plan has been worked out in cooperation with the NAB Sales Promotion Managers Committee.

Radio Section of the "Promotion Exchange" also contains answers to retailers questions on television, pointing out that "stores will probably use advertising via television more than any other class of advertiser and alert stores will take fullest advantage of this new dynamic medium" because "by use of television you will be able to extend the limits of the show windows right into the homes of your customers, who will be able to see the dresses, fur coats and housewares as well as hear your description of them—and seeing is believing!"

Analyzing retail advertising for the last year, the NRDGA reports that radio expenditures amounted to 5.2% of the combined retail budget, in 1943, a rise from 4.2% in 1942, while direct mail stayed steady at 4.5% for both years and newspaper advertising dropped from 85.9% to 82.7%, probably due in part to the newsprint shortage, the report says, but adds "Radio has started to make itself felt and while the percentage of increase is only 1%, we feel that it is well worth watching."

Judicial Radio Regulation Urged in Canada

Listener Coverage Agency Formed By CAB

By JAMES MONTAGNES

CONFRONTED with problems of Government radio competition in addition to difficulties that beset broadcasters in the United States, some 300 Canadian station owners and related radio representatives, at their tenth annual convention of the Canadian Assn. of Broadcasters at Quebec Feb. 14-16, advocated creation of a judicial body to regulate radio in the Dominion.

Canada's independent broadcasters look to a change in the present dual structure under which the Canadian Broadcasting Corp., as a competitive operation, will cease functioning also as the regulatory authority. In this they were encouraged by Maj. Gen. L. R. LaFeche, Canadian cabinet minister in charge of broadcasting, who addressed a closed meeting.

The Association, on the business side, established a Bureau of Broadcast measurements—an aural audit bureau for listener habits and coverage data—at its fifth wartime convention. Increasing support for continuance of the dual system of private and government ownership was shown in a recent public survey, as compared to a newspaper survey of a year ago which favored public ownership. The broadcasters also looked into improved effectiveness of commercial copy, improved religious broadcasting, and set a policy for selling political broadcasts.

Glen Bannerman was reappointed president and general manager of the CAB. The CAB Board of Directors for 1944 consists of Harry Sedgwick, CFRB Toronto, chairman; G. R. A. Rice, CFRN Edmonton, vice-chairman; Ralph White, CFJC Kamloops; A. A. Murphy, CFQC Saskatoon; Gerry Gaetz, CKRC Winnipeg; N. Nathanson, CJCB Sydney; Lt. Col. Keith Rogers, CFCY Charlottetown; Phil Lalonde, CKAC Montreal; N. Thivierge, CHRC Quebec; Jack Cooke, CKGB Timmins; Ted Campeau, CKLW Windsor-Detroit. Arthur Evans was reappointed secretary-treasurer with Joseph Sedgwick continuing as counsel.

Elected to represent the CAB on the board of directors of the newly formed Bureau of Broadcast Measurement were Henry Gooderham, CKCL Toronto, and Horace N. Stovin, of Stovin & Wright, station representatives, Toronto.

Big U. S. Attendance

With a registration list of nearly 300 persons from all sections of the industry in Canada and the United States, this tenth annual convention of the CAB, the fifth since Canada went to war, has been the best attended in the history of Canadian broadcasting. More U. S. broadcasters, agency timebuyers, station representatives and transcription and equipment representatives attended than at any time past, and a greater international cameraderie was noticeable, forecasting even closer broadcasting relations between the two countries in the post-war period. Canadian broadcasters are looking forward to holding the first possible post-war convention south of the international border, and welcoming the first NAB post-war convention to Canada.

The formation of a government Board of Radio Broadcasting Commissioners of three members, to be appointed for life, similar to Canadian judges, to supervise not only the privately-owned stations, but also the Canadian Broadcasting Corp. was advocated by Mr. Bannerman in his opening address at the first session on Monday morning. The members of this Board, he explained, would be paid proper salaries and would have authority similar to the Canadian Board of Railway Commissioners, which supervises the operations of government-owned and privately-owned railroads in the Dominion.

NEW CAB BOARD of Directors (seated, l to r): A. A. Murphy, CFQC Saskatoon; Ralph E. White, CFJC Kamloops, B. C.; Harry Sedgwick, CFRB Toronto, chairman; Dick Rice, CFRN Edmonton, vice-chairman. Standing (l to r): Phil Lalonde, CKAC Montreal; Ted Campeau, CKLW Windsor-Detroit; Gerry Gaetz, CKRC Winnipeg; Lt. Col. Keith Rogers, CFCY Charlottetown; N. Nathanson, CJCB Sydney. Absent from photo, N. Thivierge, CHRC Quebec, and Jack Cooke, CKGB Timmins.

System Too Rigid

This Board would pass on all applications for licenses, approve all applications and contracts for lines from both the CBC and private stations alike, and establish a minimum of regulations governing the CBC and private stations in the public interest. Under this plan the CBC and its Board of Governors would continue to own its present stations and operate a national network. If the need arises, private stations would be permitted to form another network.

If either the CBC or private stations felt that there was a need for a given regulation or the alteration or abandonment of a regulation, such representations would be submitted to the three-man Board. Before the regulation could be adopted or changed, opportunity would be given for either party or other parties to be heard.

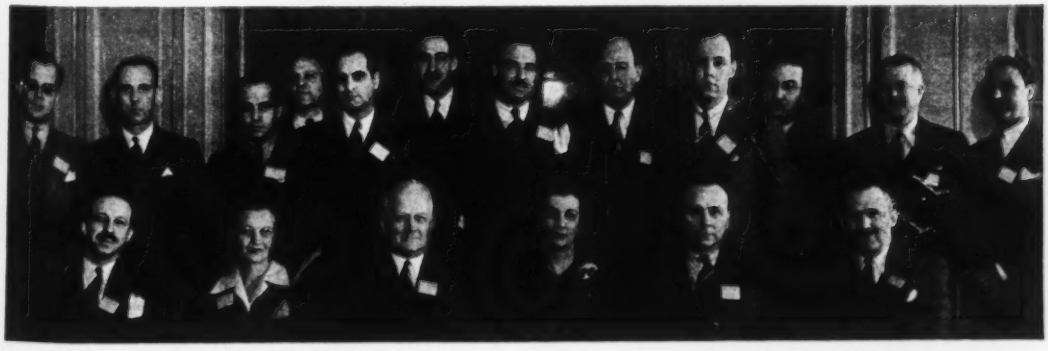
"I am convinced," said Mr. Bannerman before presenting his plan for a three-man Board of Commissioners, "the present system of broadcasting has, over recent years, developed a trend dangerous to the best interests of the citizens of Canada and of broadcasting. There is a real danger that you are being placed in a position where it is gradually becoming impossible for you to meet your obligations to your fellow citizens in your communities. There is a distinct danger to freedom of the air, to freedom of speech and to the exchange of ideas.

"The system is becoming too centralized—too monopolistic and too cumbersome for the rapid changes and developments in broadcasting. There is so much machinery to the system that it takes far too long to make necessary changes and adjustments. Today there is a continual struggle going on, not only on your part, but also within the CBC itself to prevent the present system from becoming too rigid and circumscribed. Unless changes in the system are made in the near future, I believe the struggle will be lost."

Mr. Bannerman made it clear that he did not criticize the CBC personnel, who "are sincerely trying to carry out their obligations. There has always been goodwill and a measure of mutual cooperation, limited by the dictates of the system." He pointed out that CBC Board of Governors members did not have adequate time to become fully acquainted in their short and infrequent meetings with all the problems of the industry, causing endless delays on policy decisions.

He gave as examples the setting of lower line rates for subsidiary

(*Continued on page 61*)



CANADIAN AND AMERICAN advertising agency and radio executives meet J. Harold Ryan, NAB president-elect at Quebec. Front row (l to r): M. Rosenfeld, MacLaren Adv. Co., Toronto; June Rollinson, Russel M. Seeds Co., Chicago; Mr. Ryan; Helen A. Thomas, Spot Broadcasting, New York; J. E. McDougall, J. Walter Thompson Co., Montreal; Adrian Head, J. Walter Thompson Co., Toronto. Back row: Jack Part, Mason's United Adv. Co., Toronto; Fred Grose, Cockfield Brown & Co., Montreal; B. Ainger, Cockfield Brown & Co., Montreal; Kolin Hager, WGY Schenectady; W. Charland, Whitehall Broadcasting, Montreal; C. A. Slaybough, Morse International, New York; Harry E. Foster, Foster Agencies, Toronto; Wm. S. Hedges, NBC New York; Phil Mygatt, J. Walter Thompson Co., Toronto; Phil L'Anglais, Radio Programme Producers, Montreal; Sheldon B. Hickox Jr., NBC New York; John J. Gillin Jr., WOW Omaha.

Agencies Exhibit Tele Commercials

Compton, Ruthrauff & Ryan, Storm Show Techniques

TECHNIQUES for television commercials were demonstrated by Compton Adv., Ruthrauff & Ryan and Charles M. Storm Co. last Wednesday on the DuMont sight-and-sound station W2XWV New York, when the three agencies produced programs advertising Duz, Ivory, Mobiloil, Spry and the Fats Salvage Campaign as part of a 2½-hour variety telecast.

The first Compton television show, a three-part production, opened with Yvette, popular songstress, who handled the commercial herself by singing a specially written song "That Ivory Look". Stan McGovern, cartoonist of the *New York* Post, followed up the announcer's statement that automobiles are disappearing at the rate of one every 30 seconds by drawing a four-part strip cartoon in which Silly Milly tried unsuccessfully to grab one within that time, giving the announcer the chance to explain that Socony-Vacuum service will help keep your car from disappearing like that.

Duz Drama

For Duz, Compton presented a burlesque western drama "The Saga of Steve Cranberry," whose characters were a set of puppets specially made for the production. Commercials were an integral part of the script, with a magician using the magical properties of Duz to clean up the drama's characters, landscape and plot problems.

The use of Spry in biscuits and shortcake was both recommended and demonstrated in the telecast for this product put on by Ruthrauff & Ryan. Show opened with a closeup of a revolving display case of jars of Spry and a jingle, fading to a kitchen scene..

Charles M. Storm Co. gave up its regular commercial period to produce a program in the interest of the Fat Salvage Campaign, in which Army Ordnance experts demonstrated their duties.

Shaw Manages KLX

APPOINTMENT of Glenn Shaw as manager of KLX Oakland, Cal., has been announced by J. R. Knowland, president and owner. He succeeds Adriel Fried, who resigned to negotiate the purchase of a station. Virginia May has been named commercial manager and Walter Brown promotion director. Other department heads are Ed Calder, program director; Wynonah Winslow, traffic manager; Ros Smith, chief engineer, and Jean Adams, publicity director.

Mr. Shaw

ABC Network Is Organized To Handle Religious Programs

Versluis Is President of New Per-Occasion Hookup With Offices Located in Grand Rapids

ASSOCIATED Broadcasting Corp., organized Jan. 1 in Grand Rapids, Mich., by Leonard A. Versluis, owner of WLAV, that city, will operate only as a per-occasion network, according to its general manager, C. W. Kuning.

The network is handling the broadcasting facilities of more than 100 stations for Children's Bible Hour Inc., Grand Rapids, sponsoring a religious program. The hookup includes Wolverine Network, Wisconsin Network, Yankee Network, North Central Broadcasting System, Texas State Network, Intermountain Network, Oklahoma Network as well as stations in a number of cities in all parts of the country.

For the time being, Associated Broadcasting Corp. will confine the scope of its operations to leading religious programs. Offices are maintained at 500 Keeler Bldg., Grand Rapids, 2, Mich. The symbol ABC Network is used.

Mr. Versluis is president of Associated. Vice-president is Roy C. Kelley, who also is head of Wolverine Network. Station relations manager is W. G. Henderson, with Van C. Newkirk as West Coast manager.

Mr. Kuning told BROADCASTING that the firm was organized "for the purpose of handling the radio broadcasting facilities of a large number of radio stations for the benefit of certain clients, some of whom have been using the facilities of other networks for many years. Until such time as contract arrangements have expired with other networks, the ABC Network will not handle their broadcasts."

Networks and stations signed for the Children's Bible Hour Inc. series were announced as follows:

Wolverine Network—WLAV WELL WIBM WTCM WKBZ WFDF WHLS.
Wisconsin Network—WCLO WIBU WHBL WHBY WFHR WSAU KFIZ WRJN.
Yankee Network—WNAC WEAN WICC WAAB WLLH WSAR WTHT WATR WBRK WHYN WNLC WEIM WLNH WCOU WHAI WSYB WHEB.
North Central Broadcasting System—KVOX WJMS KILO KSJB KGCU KLPM KABR KWNO KGDE KVFD KTRI WATW WJMS KICD KATE KELO KOBH KFJB KDTH KROS KDLR KGCX KRJF.
Texas State Network—WVWC KRBC KBST KGKL KRLH KTEM KPLT KCMC KBWD KNOW KMAC.
Intermountain Network Inc.—KLO KOVO KVNU KEUB KSUB.
Kansas Network—WHB KTSW.
Oklahoma Network — KGFF KVSO KBIX KADA.
WMBI WERC KFOX WMCA WINS WEMP WKRC WJJD CKLW KPAS WLOL WHO WTOL WHK WRRN KQV WKPA WFIL KFEL KBON WLAP.

Blue Names Pederson

ELMER D. PEDERSON, former national sales representative and more recently public relations director of KFI-KECA Los Angeles, has been appointed western division merchandising and sales promotion manager of the Blue Network. He succeeds Kevin B. Sweeney who has been commissioned an ensign in the Naval Training School for indoctrination. Mabel Butterfield continues as western division assistant sales promotion manager. Post of assistant to Don E. Gilman, western division vice-president, also held by Mr. Sweeney, remains vacant. Mr. Pederson before joining KFI-KECA was for three years manager of KOL Seattle. Prior to that he was national sales manager of KNX Hollywood.

Mr. Pederson

Jelke Sponsoring

JOHN F. JELKE Co., Chicago (Good Luck margarine), is sponsoring two quarter-hour shows, Ed Folliard's *Top News Time*, three-weekly on WTOP Washington, and a morning musical, which began Jan. 31, Mondays, through Saturdays, on WHEC Rochester. Contract is for 13 weeks. Agency is Young & Rubicam, Chicago.

NBC 'Parade' Windup

CROSS-COUNTRY exhibit of NBC *Parade of Stars* will culminate at a dinner meeting of clients, agency executives and talent from all network accounts in Los Angeles Ambassador Hotel tonight, Feb. 21, when Sidney N. Strotz and Frank Ford, western division vice-president and sales promotion manager, respectively, are co-hosts. Promotion results of owned and operated as well as affiliated stations will be a feature of the session. Charles Hammond, NBC sales promotion manager, New York, and his assistant Joseph Ecclesine, will be principal speakers.

Astringosol Series

FREDERICK STEARNS & Co., Detroit, manufacturers of Astringosol and other pharmaceutical products, through Export Adv., Chicago, is releasing a Latin American campaign, said to be the largest in its history. Radio is being used in conjunction with magazines, newspapers and magazines.

Gustafson Leaves RTPB

G. E. GUSTAFSON has resigned as chairman of the Radio Technical Planning Board's Panel 5, Very High Frequency broadcasting. Mr. Gustafson gave ill health as the reason for his resignation. He is vice-president in charge of engineering for Zenith Radio Corp. Replacing Mr. Gustafson as Chairman of the Panel will be C. M. Jansky Jr., of Jansky & Bailey.

LT. BILL SHAW BACK

Air Ace Returns With Many Decorations

HOME AFTER 10 MONTHS of combat flying, Lt. Bill Shaw, USAAF, looks over the 100-odd letters he sent his mother, Mrs. Harry Shaw, who kept a scrapbook of his war career.

"FORGET this hero stuff," said Lt. William Shaw, Army pilot home in Waterloo, Ia., after 10 months of action overseas. "I just tried to get back alive—and did," said the modest flyer. Bill, the son of Mrs. Harry Shaw, and the late Mr. Shaw, first publisher of BROADCASTING Magazine and former owner of WMT Waterloo, has won the Purple Heart, the air medal with nine oak leaf clusters.

Lt. Shaw was in Cairo when the "big powers conference" was pending, and has seen action all the way from Casablanca to the Suez, in Sardinia, Sicily and Italy. He was stationed in Italy when he received his leave to come home.

He will conclude his 20-day leave at Waterloo, then go to Miami Beach to rest camp to await further assignment.

Asked what he enjoyed most about his return, Lt. Shaw said it was a "wonderful thrill to hear a girl who could speak English."

N. Y. Club Meeting

ROYAL ARCH GUNNISON, MBS commentator, was the principal speaker at the Radio Executives Club luncheon held last Thursday at the Shelton Hotel, New York. Guests included Murray B. Grabhorn, Blue national spot sales manager, and REC chairman; Lucien S. Kirtland, president, and Wyeth Williams, a director of the Overseas Press Club; Dave Driscoll, director of war services and news of WOR New York. Out-of-town guests were John L. Grimes, advertising manager of Wheeling Steel Corp.; Bill Irvin, radio editor of the *Chicago Times;* Arthur F. Harre, WJJD Chicago; Jerry Wing, KROC Rochester; and Edward D. Clery, WIBG Philadelphia. Next meeting will be held at the Hotel Roosevelt March 2 as a joint luncheon with the First District meeting of the NAB. Milton Canif, author of the comic strip "Terry and the Pirates" will talk on cartoons and television.

BOB HOPE and the cast of his NBC program, sponsored by Pepsodent leave Hollywood Feb. 23 on a cross-country tour of army camps and naval stations, with the first stop at Brookley Field, Ala., Feb. 29.

⅓ of a Million Dollars In 70 Minutes!

That's what Baltimore voting districts bought in Bonds from the Mayor and 19 City Councilmen who put on a Radio Bond Rally. Pledges poured in . . . $310,800 in 70 minutes! W-I-T-H put on the stunt! This was in addition to the 30 day Bond promotion in which W-I-T-H gave away $6,000 in Bonds!

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

Tom Tinsley, *President*

Represented Nationally by Headley-Reed

Arizona Publishing Co. Sells Radio Interests to J. J. Louis

Needham, Louis & Brorby Vice-President Gets Stations for $375,000; Lewis Remains

SALE of controlling interest in KTAR Phoenix, and KVOA Tucson, along with minority interests in KYCA Prescott, and KYUM Yuma, to John J. Louis, vice-president of Needham, Louis & Brorby, Chicago agency, was announced last week by the Arizona Publishing Co., publishers of the *Arizona Republic* and *Phoenix Gazette*. The transaction is subjected to FCC approval and the sale price is $375,000.

Dick Lewis

Under the transaction, Mr. Louis acquires 77.3% of KTAR Broadcasting Co., which operates KTAR and KVOA. The company owns approximately 49% of KYCA and 45% of KYUM. It also functions as the sales organization for the seven stations of Arizona Broadcasting Co. Network.

Policies to Continue

Mr. Louis is vice-president in charge of radio of the Chicago agency. He is responsible for the inauguration of *Fibber McGee & Molly*—top-ranking program—*The Great Gildersleeve*, and other network features. In addition to his agency association, he is a director of S. C. Johnson & Son, Racine, Wis., makers of Johnson's Floor Wax (*Fibber McGee & Molly* sponsors). He is a trustee of Northwestern U., a bank director, and is identified with a number of community and civic organizations.

Coincident with the transaction, Mr. Louis announced that the policies and operation of the company will continue as in the past after approval of the transaction. Richard O. (Dick) Lewis, general manager of KTAR and the ABC Network, will materially increase his ownership in the company and continue as executive head. Mr. Louis said no changes were contemplated in policies, personnel or operation of any of the stations.

Mr. Lewis has held approximately 3% of the KTAR Broadcasting Co. stock. The balance of approximately 20% is held by Electrical Equipment Co., of Phoenix.

Mr. Louis has been a winter resident of Phoenix for seven years, owning a home and citrus grove in the area.

Sale 'Appropriate'

In announcing the transaction Charles A. Stauffer, chairman of the board of Arizona Publishing Co., said the sale was appropriate because of the "apparent antagonism of the Federal Government and the FCC" toward newspaper ownership of radio stations.

"Even Wallace H. White Jr., Senator from Maine, a friend of newspaper and radio," Mr. Stuffer said, "has suggested that the freedom of the press is endangered by common ownership of the two, saying in effect that the greater the investment of newspapers in radio, the more subservient to the government the newspapers may become because radio operates under government license.

"It has been thought for some time, irrespective of whether the attitude of the FCC is correct," Mr. Stauffer said, "that Arizona might be better served if the Arizona Publishing Co. were to withdraw from the radio field, if a successor were selected whose service to the public interest in Arizona would be a paramount aim. Such a successor has been found in Mr. Louis."

Mr. Louis was born March 3, 1895 in Indianapolis. Mrs. Louis is the former Henrietta Johnson. They have three sons—John J. Jr., a cadet in the U. S. Army Air Forces; Michael, who attends the Judson School; and Tim, in preparatory school, Deerfield, Mass.

WKBV Asks Transfer Eliminating Subsidiary

WKBV Richmond, Ind., last week applied to the FCC for voluntary assignment of license from Knox Radio Corp., WKBV licensee, to Central Broadcasting Corp. Since July 13, 1943, Central Broadcasting has controlled WKBV through its subsidiary Knox Radio. Purpose of the current action is to simplify operation through the elimination of the intermediate corporation.

Major interest (40%) in Central Broadcasting is held by its secretary-treasurer C. F. Albright, who is auditor for WIRE Indianapolis. President is J. Robert Quigg (5%), who is a director of the Richmond Baking Co. Harry W. Bockhoff, general manager of the National Automatic Tool Co. of Richmond, is vice-president and holds 10% interest. A like share is also held by C. E. Hamilton, general manager of the Richmond Automotive Gear Works. Remaining 35% is composed of minor holdings.

Transfer of Knox Radio from William O. Knox to Central Broadcasting for $30,000 was authorized by the FCC July 6, 1943.

2 LOCALS GRANTED; SALES APPROVED

TWO more local stations and three transfers were granted by the FCC last week. The new station grants were pursuant to the Commission's policy anounced Jan. 26 [BROADCASTING, Jan. 31].

Petition of KNOE Inc., Monroe, La., to reinstate and grant its application for a new local station on 1450 kc with 250 w unlimited was granted. The Fort Hamilton Broadcasting Co., Hamilton, O., was granted similar facilities for a local outlet. Both are subject to procedural requirements of the FCC-WPB notice of Jan. 26.

WDSU New Orleans was granted voluntary assignment of license and construction permit from WDSU Inc., licensee corporation, to E. A. Stephens, Fred Weber and H. G. Wall, doing business as the Stephens Broadcasting Co. No money is involved in the transfer which merely effects a change from a corporate status to that of a partnership.

WKNY Grant

Acquisition of control of WSAM Saginaw, Mich., was granted Milton L. Greenebaum from his deceased father, Adolph Greenebaum, through the purchase of 35 additional shares of stock. Milton L. Greenebaum is president of the Saginaw Broadcasting Co., licensee of WSAM.

Kingston Broadcasting Corp., licensee of WKNY Kingston, N. Y., was granted voluntary transfer of control from Benjamin F. Feiner Jr., Morris S. Novik and Louis J. Furman to Myer Weisenthal, Charles C. Swaringen, John J. Laux, Richard Teitelbaum, Louis J. Furman and Morris S. Novik. Mr. Feiner sells all of his 500 shares while Messrs. Furman and Novik each sell 125 of the 500 shares each owns. Total sale price is $15,000. Each of the transferees now will have 107 shares except Mr. Teitelbaum who will have 108 shares. The new transferees operate WSTV Steubenville, O., and WJPA Washington, Pa., and have interest in the Buckeye Broadcasting Co., Akron, which has pending an application for a new local.

Indianapolis News Purchases WIBC, Pending FCC Approval

JOHN J. LOUIS

THE SECOND transaction within a fortnight involving newspaper acquisition of a standard broadcast station was announced last week with the purchase, subject to FCC approval, of WIBC Indianapolis by the *Indianapolis News*. The purchase price is understood to be in the neighborhood of $440,000.

The transaction followed by two weeks the announcement of purchase of WQXR New York by the *New York Times* for a figure of approximately $1,000,000, also subject to FCC approval. The announcements followed in the wake of the FCC action last month dismissing its proposed newspaper ownership order wherein it decided to consider newspaper ownership situations on their individual merits.

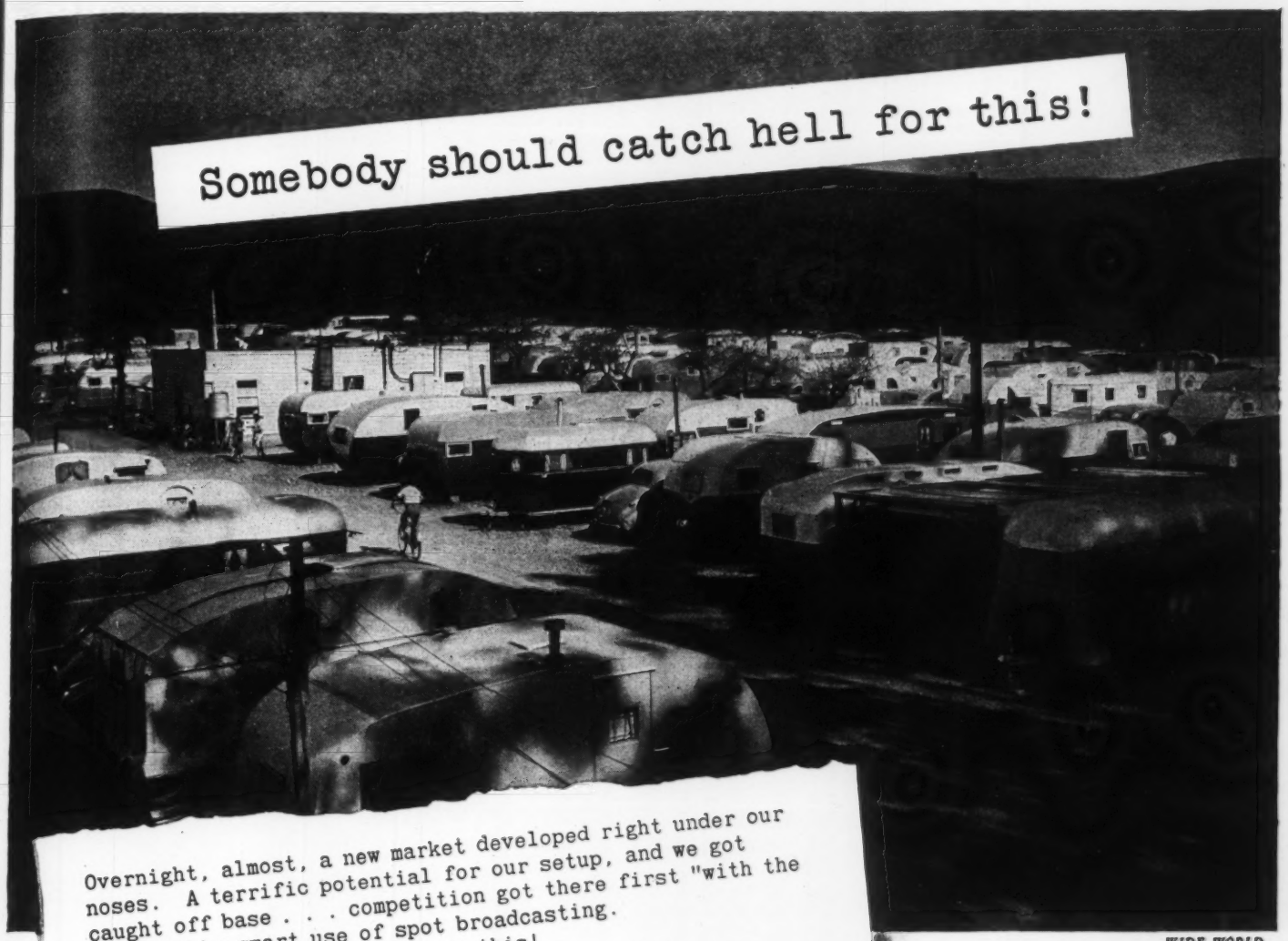
Control of WIBC has been held by H. G. (Bud) Wall, attorney, owner of 51% and his wife, Margaret B. Wall, who held 24%. It is understood there is an arrangement whereby the newspaper will pay the Indiana Broadcasting Co., WIBC licensee, approximately $2,000 per month, pending FCC approval of the transfer.

Station Six Years Old

WIBC, assigned to the 1070 kc. channel, a duplicated clear, operates with 5,000 watts day and 1,000 watts night, but holds a construction permit for 5,000 watts full-time. Equipment tests for the night power now are in progress. The station originally went on the air in 1938, when it was licensed daytime on 1050 kc. The original owner was Glenn Van Auken, Indianapolis attorney. The station was acquired in 1939 by Mr. Wall and his associates.

WIBC, with FCC approval, would become the only newspaper-owned station in Indianapolis. The *News* is the oldest daily paper in the city and has the largest circulation and advertising volume in Indiana. It publishes six afternoons each week. Mr. Wall, former attorney for George B. Store, president of the Fort Industry Co., operating six stations in Ohio, West Virginia and Georgia, will remain executive head of the station pending the transfer.

President and publisher of the *Indianapolis News* is Richard Fairbanks; Stephen C. Noland is editor; C. Walter McCarty, managing editor, and J. F. Breeze, advertising manager.


Somebody should catch hell for this!
Overnight, almost, a new market developed right under our noses. A terrific potential for our setup, and we got caught off base . . . competition got there first "with the mostest" by smart use of spot broadcasting.
Somebody should catch hell for this!

WIDE WORLD

DOES HE MEAN YOU? Markets moving too fast for you? Allegedly dead areas suddenly booming with war activities? Yours is admittedly a tough job, the responsibility to your client for keeping pace with the rapid developments in war markets. That's where we come in.

Watching out for *your* interests is *our* specialty . . . making calls and interviewing key people, over and over and over again! Makes it possible to contribute to your success.

We have "know how," and our own success story proves that we can turn it into money. Our index of success is a *42%* annual average gain in billing for ten years straight. For *your* success see Weed and Company.

Buy War Bonds and Stamps

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

Progress Reported On AFM-Net Pact

Conferees Expect to Iron Out Differences in New Contract

SEVERAL MEETINGS between representatives of New York Local 802, American Federation of Musicians, and the four major networks last week resulted in "progress," according to official reports from both sides, with informal expressions of optimism that agreement will be reached without delay or difficulty on terms of new contracts to replace those expiring Jan. 31.

It was pointed out, however, that discussions are still in the preliminary stage and that several problems are to be solved before the new contracts are ready for signature. In some of the network key stations, for example, the handling of records has been part of the work of the studio technicians, and the AFM demands that this work be made a separate job to be handled exclusively by union musicians, may raise some inter-union questions of jurisdiction.

Union's request for cost-of-living increases, for increased scale for one-time broadcasts, and for the elimination of the special $125-weekly scale for network staff musicians who work four out of eight hours a day, putting all staff men on the regular five-out-of-eight-hours basis at $150 a week, are other problems as yet unresolved. Demand that WOR, MBS key in New York, employ 63 staff men in line with the requirements made of the other networks, instead of 40 as at present, presents another major problem for that station at least.

Tax Book Campaign

SIMON & SCHUSTER, New York, uses 60 stations this week to promote sale of *Your Income Tax*, personal income tax instruction book. From 6 to 30 spots per station have been ordered. Northwest Radio Adv. Co., Seattle, handles the account. Following stations are included:

KFYR WINS KARK WDBO WIBW WMC WTMA KPO KSAN WIS KFIO WEAN WING WMFD WWVA KSOO WBAL WKZO KPRC WENY WIP WMIN CKLW KWK WCAR WPEN KWKH WEW WITH WNAC KFRC WINX WDZ WRVD WAGE WHK WJBO WPIC KIT WHAM WSPR WAKR WHKC WKAT WROL KLX WHAS WTAR WCSC WIBA WKRC WSUN KMTR WHO WCFL WDAS WIBC WLEU WTCN KOAM.

Burpee on CBS

W. ATTLEE BURPEE Co., Huntington Park, Pa., has signed for CBS' *The Garden Gate*, a nine-year-old sustainer heard Saturday, 9:15-45 a.m. Sponsorship on behalf of Burpee seeds starts Feb. 26 on 65 stations, including two Canadian outlets. Program features advice on gardening by Tom Williams, "The Old Dirt Dobber," from WLAC Nashville, with a pickup from WTOP Washington. Agency is Flaglee Adv. Inc., Buffalo.

Moore WBNX Manager

WILLIAM I. MOORE, commercial manager of WBNX New York, has been named secretary and general manager of the WBNX Broadcasting Co. it was announced by William C. Alcorn. Mr. Alcorn, who has been general manager, continues as vice-president of the company. A graduate of Columbia U. in accountancy, Mr. Moore was credit manager of Triplex Safety Glass Co., New York, before joining WBNX in 1933. He is the former paymaster of the Flintkote Co., New York. Mr. Moore assumes his new post on March 1.

Mr. Moore

McKESSON SERIES BEGINS IN MARCH

PLANS for the McKesson & Robbins program [BROADCASTING, Jan. 24] starring Joe E. Brown have been confirmed following the return of the comedian from an overseas tour. It will be an audience participation quiz program starting on the Blue March 23 in the Wednesday 10:30-11 p.m. period under the title *Stop and Go*.

As originally announced by L. M. Van Riper, M&R president, the new series was to promote the "big six" McKesson products—Calox, Bexel, Bax, Albolene, Yodora and Soretone—but it is understood that probably only three will be brought in, with the emphasis on Bexel and Calox and possible hitch-hike and cow-catcher announcements for Yodora deodorant.

J. D. Tarcher Co., New York, handles the network program, and all advertising for M&R's toiletries and pharmaceutical products, with the exception of Bax, handled by Ivey & Ellington, New York. Spot campaign for Bax, which started on the West Coast Sept. 1 of last year, is expanding eastward as distribution plans are completed and now consists of one minute ET's from 5-12 times weekly on 90 stations. Change has been announced for M&R's spot schedule for Bexel and other products, promoted through newscasts and spot announcements on some 100 stations.

O'Dea Resigns

MARK O'DEA, formerly president of O'Dea, Sheldon & Co., New York advertising agency, has resigned as public relations director for the U. S. Maritime Commission to take a "furlough" from the war effort, the Commission announced last week. With the Commission since August 1941 and later with War Shipping Administration, when that agency was organized in February 1942, Mr. O'Dea put his division on a war service basis and through it serviced many needs of the Commission and the WSA. His plans have not been announced.

SYDNEY KAYE, vice-president and general counsel, Broadcast Music Inc., underwent a minor operation for a throat condition last Thursday in Harkness Pavilion, New York.

RYAN CHANGEOVER REMAINS UNCERTAIN

DEFINITE date for assumption of the NAB presidency by J. Harold Ryan, Assistant Director of Censorship, remained uncertain last week, pending the appointment of his successor by Byron Price, Director of Censorship. Meanwhile, Neville Miller, NAB president, continued to direct operations at headquarters and tentatively planned to remain until March 1. Previously, he had planned to leave Feb. 15.

C. E. Arney Jr., secretary-treasurer, who was named temporary managing director at the NAB board meeting in Chicago early this month, will return to Washington Feb. 28. Mr. Miller proposes to leave about that time, and probably will take an extended vacation before announcing future plans.

Mr. Ryan, who attended the convention of the Canadian Association of Broadcasters last week, now tentatively hopes to take over the NAB direction before mid-March. Mr. Price is known to be considering the successorship—probably another broadcasting executive.

SOUTHMAYD JOINS CAPITAL LAW FIRM

JOHN P. SOUTHMAYD has resigned as attorney in the FCC Administration & Litigation Division to become affiliated with Fisher & Wayland, Washington law firm. He will succeed Charles F. Duvall, member of the firm for three years, who reports Feb. 28 to Ft. Schuyler, N. Y., as a lieutenant (j.g.) in the Navy.

A native of Great Falls, Mont., Mr. Southmayd went to Washington in 1934 to enter George Washington U., from which he was graduated in 1940. For a year he was with the National Resources Planning Board and in February 1941 he was appointed to the FCC Law Dept. Although his resignation becomes effective March 1, he plans to take a brief vacation before reporting for his new duties.

Ben S. Fisher, member of the firm with which Mr. Southmayd is affiliating, was assistant general counsel of the old Federal Radio Commission. He is current president of the Federal Communications Bar Assn.

WGAC Leaves MBS

AFFILIATION contract between WGAC Augusta and MBS will not be renewed following its expiration on June 13, 1944, the network announced last Friday. At that time the station will revert to full-time affiliation with the Blue network, according to J. B. Fuqua, general manager of WGAC, who told BROADCASTING that the mutual contract had been signed last June for one year, and that it is not being canceled but simply not renewed at its termination.

CHAIRMAN Fly of the FCC announced Friday that China has begun longwave rebroadcasts of OWI shortwave programs to Chungking to give the Chinese people "an awareness of global developments".

Carroll Recalled To OWI Position

As Overseas Deputy; Cowan Is Acting Chief in New York

FURTHER staff changes in the Overseas Branch of OWI, growing out of the recent resignation of three high officials of the Branch, were effected last week by the Washington and New York offices.

Elmer Davis, OWI director, announced that J. Wallace Carroll has been appointed Deputy Director for European Psychological Warfare. He was formerly director of the London office of OWI but had resigned, reportedly because of disagreement with administrative heads of the Branch.

Mr. Carroll will be stationed in Washington, reaffirming earlier indications of closer supervision of Overseas policies from the Capital. His position will be coordinate with that of Owen Lattimore, Deputy Director for Psychological Warfare in the Pacific, who will soon be shifted from the San Francisco office to Washington. Claud Buss will succeed Mr. Lattimore on the West Coast [BROADCASTING, Feb. 14].

Lou Cowan, originator of *The Quiz Kids*, has been named acting chief of the New York office of the Branch. He continues as chief of the Radio Program Bureau. Bartow Underhill, formerly assistant chief of the Outpost Service Bureau, succeeds Thurman L. Barnard as chief of the Bureau. Mr. Underhill was formerly vice-president of Sterling Advertising Agency, New York. Mr. Barnard was recently appointed Assistant Executive Director of the Branch. Adrian Berwick has taken over as chief of the News and Feature Bureau, the position previously held by Edward W. Barrett, Executive Director. O. W. Riegel is in charge of the Editorial Board.

Jack North Injured

JACK NORTH, radio director of Aubrey, Moore & Wallace, Chicago, and president of the Radio Executives Club in that city, was pronounced out of danger last Wednesday at St. Francis Hospital, Evanston, Ill., where he was taken following a near fatal auto accident Feb. 13.

Mutual to FM

MILLER McCLINTOCK, Mutual president, last Friday reassured MBS member and affiliated stations of continued permission to relay network programs on their FM outlets. Referring by inference to recent announcements by other nets that their program services were available to FM outlets, Mr. McClintock pointed out that Mutual's policy was officially promulgated at a board of directors meeting Nov. 13, 1940.

Watch a woman the next time she puts on make-up.
Every motion she makes with lipstick, pencil, or puff is a firmly-fixed habit.

Another example of habit is the manner in which the people of Southern New England have faithfully listened to WTIC for more than 18 years.

These regular listeners are of importance to national advertisers, not alone because they depend upon WTIC for the best in radio fare, but because they possess the means to translate sales suggestion into sales action.

The people who comprise WTIC's audience have an effective buying income 50% greater than the average for the entire United States. They can afford to spend money for whatever you have to sell.

Get into the habit of getting results in Southern New England by allocating a part of your radio appropriation to WTIC.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Club Women Hear Dangers of State Radio

Werner, of P&G, Lauds Private Operation

EVILS of Government operation of broadcasting, with its domination by politicians and bureaucrats, were described to the New York City Federation of Women's Clubs in New York last Wednesday by William G. Werner, of the Procter & Gamble Co. Division of Consumer Information.

The meeting was designed to elicit ideas on how women can work through radio to promote the war effort. It turned into a discussion of pros and cons of private vs. governmental radio, conducted with and without prejudice by a series of speakers representing newspapers, radio and advertiser interests.

Mr. Werner explained how a sponsor's broadcasts are tuned to the wishes of the national audience and how Government radio would provide service dictated by the whims and desires of officials vested with power to control what the public might hear and know. He described daytime serials as offering a mental release to women.

Attacks Serials

Sharply disagreeing with Mr. Werner's views on the criteria for broadcasting, Marion Dickerman, director of education of the American Arbitration Assn., pointed out that buyer acceptance—the common test of a business or professional service—is mistakenly thought by many to apply to radio programs.

By reason of its "monopolistic" nature, operating as it does under a monopoly conferred by the public for the use of publicly owned waves, higher standards are called for in radio broadcasting, she said.

Launching into an all-out attack on the industry, she scored daytime serials, the low quality of sustaining programs and the practice of conducting the equivalent of "games of chance" on local radio stations.

Miss Dickerman's talk was heard towards the close of the afternoon meeting, during which women representatives of the networks and local New York stations, and other broadcasters, described ways in which they were attempting to improve programming, through surveys, the "program analyzer", and general open-mindedness towards listener reactions.

Women were urged to make their opinions known to the radio industry, either individually or through collective, organized effort. Two newspaperwomen made specific and open criticism of radio along with suggestions for action, in the case of children's programs and daytime serials.

Basic programming problem of every intelligent broadcaster, says Mr. Werner, is to "produce a program that not only attracts a large public following, but one that is created with such skill and taste that it remains always in 'good standing'. For no program can live long in America without thought both to its wide popularity and to its goodwill standing with the intelligent public; and most leading radio broadcasters realize that and think about it constantly in creating and editing their programs.

Demanded by Public

"In this country we have deliberately rejected the idea of government-controlled programming—that a bureau or official should dictate what our entertainment must be. The radio programs on the air, therefore, stay on the air continuously because the public in largest numbers wants them there. Obviously the broadcaster's job, then, is to create a program that is *wanted*. But in order to know that the public really wants a program, the intelligent advertiser does not merely create it simply on judgment and then wait for sales: that often is a slow and wasteful way to what may be an unfavorable verdict. Most important users of radio employ one or more of the competent independent, unbiased research organizations, which contact typical homes in different parts of the country, tabulate data concerning shows being listened to, and thus help determine the size and character of the radio program's listening audience. In this way broadcasters can tell pretty quickly and accurately (to use the expression of the playwright, James Barrie) whether their program is going to 'Peter out or Pan out'.

"Radio, and, with women, daytime radio particularly, has become an instrument of public information and inspiration—a sort of news bulletin—through which the United States Government tells housewives things that they should know about the war, and the many ways in which they can help speed the day when our boys come home. I believe it will be interesting for you to see how this "news bulletin" is coordinated, so let's take the example of a single broadcaster, and because I happen to have the facts available, I'll take my own company:

"Procter & Gamble, like other radio advertisers, cooperate under a schedule prepared by the Office of War Information. Following this schedule, we broadcast as part of our regular coast-to-coast programs, information bulletins covering certain causes assigned to us from among more than 70 public-interest causes covered under the plan: causes such as War Bonds, WACS, WAVES, SPARS, Nurses, War Fund, Inflation, Rationing, Employment, Enlistment, Paper Salvage, Food Conservation, and others. Our Red Cross messages, although not scheduled by the OWI, also fit into this broad program.

Cooperation With OWI

"In addition, we schedule radio bulletins to support the two specific programs which the soap industry has agreed to sponsor: the program of fat salvage, which already has persuaded housewives to bring in nearly 200 million pounds of fat; and the program of soap conservation, which emphasizes the fact that, because soap is made from vital war materials, it should not be wasted; and which helps housewives with soap-saving suggestions.

"Most of these messages have been in the form of bulletins, but often, too, they have been worked right into the plot-action of the show itself.

"In total, we have something like this: During the past few months, over our several Procter & Gamble coast-to-coast programs, we have been broadcasting these messages in the interest of the causes scheduled by the OWI, of the Red Cross, Fat Salvage and Soap Conservation—broadcasting public-interest bulletins at the rate of about 65 per week, or at the rate of around 3500 messages a year. They have reached a listening audience, conservatively estimated, of 25,000,000 homes.

Citizens Must Aid

"This is just one example of one advertiser, in one industry, to illustrate how radio, in wartime—and, because of its wide appeal to women, daytime radio particularly—is not only an amuser and entertainer of the millions, but a news bulletin of public-interest causes; how radio becomes, in truth, a sort of public magazine with entertainment interlarded with public-interest messages. And when you realize withal that it is a magazine fully in the spirit of a free people, not government-dominated as to programming but freely compiled with broad public demands and the common good in mind, you see a new reason for all of us to interest women in radio, and a new obligation for all of us to try to create for it greater and more loyal audiences.

"Because radio is so important to our government, therefore, it obviously is up to every citizen to

(*Continued on page 66*)

NATIONAL SALES OUTLOOK as well as new station policies, are discussed with these McClatchy Beeline managers, by Robert Street (left), national sales manager of that group of stations, upon his return recently to the West Coast from New York. Beeliners (l to r) are Mr. Street; Leo Ricketts, KFBK Sacramento; Robert Stoddard, KOH Reno; Keith Collins, KMJ Fresno; Dean Banta, KERN Bakerfield.

Women's Radio Drive Is Opened in New York

A NATIONWIDE project to build and strengthen the American home through women's radio programs was initiated last Saturday, Feb. 19, at an all-day meeting of the Assn. of Women Directors of the NAB. Women broadcasters, and representatives of 21 cooperating national organizations, gathered at New York's Hotel Roosevelt, to discuss preliminary plans and objectives.

Keynote speech was delivered over NBC by Gov. Earl Warren of California. Mr. Carlson, author of *Under Cover*, praised the work of organizations such as the AWD in developing the morale and character of American women.

Members of the AWD, 650 in number, will conduct the American Home Campaign through their local and network programs, using material supplied to them by participating groups. The radio appeals will be made during March, April and May. Project is headed by Dorothy Lewis, NAB coordinator of listener activity.

Probably the greatest convulsion of nature in recorded time was the eruption of Krakatao in 1883. The island literally exploded, sank into the sea. Tidal waves swept nearby Java and Sumatra. Volcanic dust, high in the stratosphere, enveloped the world, producing sunsets of unusual brilliance for years.

Few news events, however, are self-broadcasting like Krakatao—nor need they be. Millions learn of the stirring deeds of our troops in the shadows of other famous volcanoes . . Etna, Stromboli, Vesuvius . . actually as they are happening. Full, dramatic, blow-by-blow bulletins from the victory fronts are flashed by the miracle of radio.

Forthright, untrammeled reporting of the news is a symbol of the Nation . . a free economy in which to live, labor, and love. The stations of Westinghouse are dedicated to preserving this ideal.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

CONSULT NBC SPOT SALES FOR OPEN TIME

Act III : $108,000,000 !

ACT I **SCENE I:** 2nd WAR LOAN...WABC, New York...Tues., Oct. 6, 1942. Kate Smith made her first broadcast at 6 A.M.; stayed in the studio till 2 A.M. Oct. 7; spoke 30 times to an 8-state audience; Total elapsed time, 20 hours. Total War Bonds sold, $2,013,500.

("*Incredible*," they said)

ACT I **SCENE II:** 2nd WAR LOAN...WJSV (now WTOP), Washington, D.C....Wed., Oct. 28, 1942. Kate made her first broadcast at 6:01 A.M.; stayed in the studio till 1 A.M., Thurs., Oct. 29. Total elapsed time, 19 hours. Total War Bonds sold, $1,015,950.

("*Amazing*," they said)

ACT II 3rd WAR LOAN: Tuesday, September 21, 1943. Kate made her first broadcast at 8 A.M.; stayed in the studio till 2 A.M.; spoke 64 times over the coast-to-coast CBS network. These included 2-minute spot announcements, her own regular noon show and several special 15-minute interludes. She concluded by singing "God Bless America." Total elapsed time, 18 hours. Total War Bond receipts, over $38,000,000. ("*Fabulous*," they said)

ACT III AND YET ON FEBRUARY 1, 1944, in the 4th War Loan, this extraordinary woman went to the American people again. She so roused their patriotism with her disarming sincerity that through 134 CBS stations, they poured into the coffers of the United States Treasury over $108,000,000 worth of War Bonds. She remained at the CBS microphone for a total elapsed time of 18½ hours, made 57 separate appeals.

Take the power of a national Idea, add the united strength of 134 stations coordinated to transmit this Idea to the total American radio audience, add the power of the audience itself, and add the genius of a consummate citizen in putting the Idea into live words: that was the teamwork that made that memorable day. The total result not only triples the best similar effort made so far in the war, but causes sharp discomfort to the enemy.

This is CBS...The Columbia Broadcasting System

Population Found Moving Westward

Census Bureau Uses Rationing Data to Trade Shift

A SHIFT in civilian population to the West Coast is indicated in a report released last Tuesday by J. C. Capt, Director of the Census Bureau, Dept. of Commerce. Based on War Ration Book 4 registrations, the report shows, however, that from April 1, 1940 to November 1, 1943 civilian population in the country decreased four milli or 3.1%.

Although the country as a whole has lost civilian population, certain areas, particularly in the West, show relatively large increases, indicating a continuation of a trend displayed in estimates for March 1, 1943, based on registration for War Ration Book 2.

(These official Census Bureau figures are not to be confused with data obtained from Office of Price Administration sources, and bearing the dates Dec. 1, 1943, and May 1, 1940. The Census figures are adjusted to a number of important factors in accordance with its established procedure based on many decades of population estimating. The figures show a pronounced and consistent variance from the OPA figures, which are merely ration book totals.)

South Atlantic About Static

Among the regions, only the West showed an increase in civilian population. This was 8.5%. The Northeastern states showed the greatest decrease, 5.7%; next were the North Central states with 4.3% less than in 1940, while the South showed a decrease of only 3.4%.

Of the Northeastern states the Middle Atlantic area dropped 6.2%, while the New England states fell off 4%. Of the North Central states the western portion dropped 9.2%, with a decrease of 1.9% shown by the eastern section.

In the South, the South Atlantic states showed the smallest decrease, only .1%. The East South Central dropped 6.3% and the West South Central 5.5%.

A decrease of 2.7% was shown in the Mountain states of the West, but the Pacific area added 1,284,115 persons for a 13.3% increase.

A dozen states and the District of Columbia gained in civilian population, the District showing the greatest increase of 24.2%. Nevada ranked next with 20.1%. California, with an increase of 14.8% was third and Arizona fourth, increasing 14.5%. California's increase of 1,013,629 compares with New York's decrease of 1,001,238.

Other states showing increased civilian population and the per-

(*Continued on page 26*)

Estimated Civilian Population, Metropolitan Counties

Nov. 11, 1943

METROPOLITAN COUNTIES	ESTIMATED CIVILIAN POPULATION		ESTIMATED CHANGE, APRIL 1, 1940, TO NOVEMBER 1, 1943		Total population, April 1, 1940
	November 1, 1943	April 1, 1940	Number	Percent	
Total (137 areas)	**68,267,003**	**66,775,729**	**+1,491,274**	**+2.2**	**66,976,482**
Akron (Summit Co., O.)	363,652	339,405	+24,247	+7.1	339,405
Albany—Schenectady—Troy (Albany, Rensselaer, and Schenectady Cos., N. Y.)	446,558	465,500	−18,942	−4.1	465,643
Allentown—Bethlehem—Easton (Lehigh and Northampton Cos., Pa.)	332,921	346,492	−13,571	−3.9	346,492
Altoona (Blair Co., Pa.)	126,001	140,358	−14,357	−10.2	140,358
Amarillo (Potter Co., Tex.)	58,042	54,265	+3,777	+7.0	54,265
Asheville (Buncombe Co., N. C.)	97,423	108,755	−11,332	−10.4	108,755
Atlanta (De Kalb and Fulton Cos., Ga.)	486,362	477,261	+9,101	+1.9	479,828
Atlantic City (Atlantic Co., N. J.)	107,491	124,037	−16,546	−13.3	124,066
Augusta (Richmond Co., Ga.)	88,871	81,337	+7,534	+9.3	81,863
Austin (Travis Co., Tex.)	106,152	111,053	−4,901	−4.4	111,053
Baltimore (Baltimore city, Anne Arundel, and Baltimore Cos., Md.)	1,207,436	1,073,221	+134,215	+12.5	1,083,300
Beaumont—Port Arthur (Jefferson Co., Tex.)	178,214	145,296	+32,918	+22.7	145,329
Binghamton (Broome Co., N. Y.)	164,443	165,749	−1,306	−0.8	165,749
Birmingham (Jefferson Co., Ala.)	470,383	459,930	+10,453	+2.3	459,930
Boston (Essex, Middlesex, Norfolk, Plymouth, & Suffolk Cos., Mass.)	2,677,740	2,821,477	−143,737	−5.1	2,824,955
Bridgeport (Fairfield Co., Conn.)	434,265	418,384	+15,881	+3.8	418,384
Buffalo—Niagara (Erie and Niagara Cos., N. Y.)	961,345	957,677	+3,668	+0.4	958,487
Canton (Stark Co., O.)	247,668	234,887	+12,781	+5.4	234,887
Cedar Rapids (Linn Co., Ia.)	87,246	89,142	−1,896	−2.1	89,142
Charleston, S. C., (Charleston Co., S. C.)	161,819	117,694	+44,125	+37.5	121,105
Charleston, W. Va., (Kanawha Co., W. Va.)	224,174	195,368	+28,806	+14.7	195,619
Charlotte (Mecklenburg Co., N. C.)	146,168	151,826	−5,658	−3.7	151,826
Chattanooga (Hamilton Co., Tenn.; Walker Co., Ga.)	208,333	211,334	−3,001	−1.4	211,502
Chicago (Cook, Du Page, & Lake Cos., Ill.; Lake Co., Ind.)	4,508,492	4,574,692	−66,200	−1.4	4,581,111
Cincinnati (Hamilton Co., O.; Dearborn Co., Ind.; Campbell & Kenton Cos., Ky.)	834,281	808,156	+26,125	+3.2	810,097
Cleveland (Cuyahoga Co., O.)	1,228,803	1,216,859	+11,944	+1.0	1,217,250
Columbia (Richland Co., S. C.)	117,175	104,839	+12,336	+11.8	104,843
Columbus, Ga., (Muscogee Co., Ga.; Russell Co., Ala.)	135,980	111,269	+24,711	+22.2	111,269
Columbus, O., (Franklin Co., O.)	415,930	387,644	+28,286	+7.3	388,712
Corpus Christi (Nueces Co., Tex.)	113,403	92,644	+20,759	+22.4	92,661
Dallas (Dallas Co., Tex.)	442,967	398,471	+44,496	+11.2	398,564
Davenport (Ia.)—Rock Island—Moline (Ill.) (Scott Co., Ia.; Rock Island Co., Ill.)	201,244	197,673	+3,571	+1.8	198,071
Dayton (Montgomery Co., O.)	338,688	295,480	+43,208	+14.6	295,480
Decatur (Macon Co., Ill.)	84,638	84,693	−55	−0.1	84,693
Denver (Arapahoe, Denver, & Jefferson Cos., Colo.)	405,274	381,267	+24,007	+6.3	385,287
Des Moines (Polk Co., Ia.)	188,572	194,575	−6,003	−3.1	195,835
Detroit (Macomb, Oakland, & Wayne Cos., Mich.)	2,612,115	2,373,823	+238,292	+10.0	2,377,329
Duluth (Minn.)—Superior (Wis.) (St. Louis Co., Minn.; Douglas Co., Wis.)	228,716	253,986	−25,270	−9.9	254,036
Durham (Durham Co., N. C.)	80,481	80,244	+237	+0.3	80,244
El Paso (El Paso Co., Tex.)	136,173	125,868	+10,305	+8.2	131,067
Erie (Erie Co., Pa.)	185,179	180,813	+4,366	+2.4	180,889
Evansville (Vanderburgh Co., Ind.; Henderson Co., Ky.)	179,995	157,766	+22,229	+14.1	157,803
Fall River—New Bedford (Bristol Co., Mass.)	342,529	364,604	−22,075	−6.1	364,637
Flint (Genesee Co., Mich.)	228,183	227,944	+239	+0.1	227,944
Fort Wayne (Allen Co., Ind.)	152,686	155,084	−2,398	−1.5	155,084
Fort Worth (Tarrant Co., Tex.)	267,856	225,521	+42,335	+18.8	225,521
Fresno (Fresno Co., Calif.)	194,652	178,565	+16,087	+9.0	178,565
Galveston (Galveston Co., Tex.)	94,314	79,798	+14,516	+18.2	81,173
Grand Rapids (Kent Co., Mich.)	231,381	246,338	−14,957	−6.1	246,338
Hamilton—Middletown (Butler Co., O.)	123,344	120,249	+3,095	+2.6	120,249
Harrisburg (Dauphin Co., Pa.)	173,677	176,952	−3,275	−1.9	177,410
Hartford—New Britain (Hartford & Middlesex Cos., Conn.)	532,921	506,188	+26,733	+5.3	506,188
Houston (Harris Co., Tex.)	601,249	528,961	+72,288	+13.7	528,961
Huntington (W. Va.)—Ashland (Ky.) (Cabell Co., W. Va.; Boyd Co., Ky.; Lawrence Co., O.)	172,311	190,102	−17,791	−9.4	190,102
Indianapolis (Marion Co., Ind.)	491,053	457,591	+33,462	+7.3	460,926
Jackson (Hines Co., Miss.)	110,836	107,273	+3,563	+3.3	107,273
Jacksonville (Duval Co., Fla.)	245,123	210,143	+34,980	+16.6	210,143
Johnston (Cambria Co., Pa.)	187,384	213,459	−26,075	−12.2	213,459
Kalamazoo (Kalamazoo Co., Mich.)	101,716	100,060	+1,656	+1.7	100,085
Kansas City (Mo.)—Kansas City (Kans.) (Jackson Co., Mo.; Johnson & Wyandotte Cos., Kans.)	670,575	656,225	+14,350	+2.2	656,226
Knoxville (Knox Co., Tenn.)	195,516	178,468	+17,048	+9.6	178,468
Lancaster (Lancaster Co., Pa.)	201,649	212,504	−10,855	−5.1	212,504
Lansing (Ingham Co., Mich.)	135,958	130,616	+5,342	+4.1	130,616
Lincoln (Lancaster Co., Nebr.)	92,795	100,585	−7,790	−7.7	100,585
Little Rock (Pulaski Co., Ark.)	165,771	156,020	+9,751	+6.2	156,085
Los Angeles (Los Angeles & Orange Cos., Calif.)	3,292,050	2,913,758	+378,292	+13.0	2,916,403
Louisville (Jefferson Co., Ky.; Clark & Floyd Cos., Ind.)	508,719	451,350	+57,369	+12.7	451,473
Macon (Bibb Co., Ga.)	101,811	83,783	+18,028	+21.5	83,783
Madison (Dane Co., Wis.)	135,232	130,660	+4,572	+3.5	130,660
Manchester (Hillsborough Co., N. H.)	136,039	144,888	−8,849	−6.1	144,888
Memphis (Shelby Co., Tenn.)	378,108	358,151	+19,957	+5.6	358,250
Miami (Dade Co., Fla.)	294,445	267,739	+26,706	+10.0	267,739
Milwaukee (Milwaukee Co., Wis.)	762,105	766,769	−4,664	−0.6	766,885
Minneapolis—St. Paul (Anoka, Hennepin, Ramsey, & Washington Cos., Minn.)	902,612	924,433	−21,821	−2.4	927,707
Mobile (Mobile Co., Ala.)	227,763	141,515	+86,248	+60.9	141,974
Montgomery (Montgomery Co., Ala.)	115,246	111,428	+3,818	+3.4	114,420
Nashville (Davidson Co., Tenn.)	261,258	257,267	+3,991	+1.6	257,267
New Haven (New Haven Co., Conn.)	477,763	484,316	−6,553	−1.4	484,316
New Orleans (Jefferson & Orleans Parishes, La.)	584,181	544,510	+39,671	+7.3	544,964
New York—Northeastern New Jersey (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, & Westchester Cos., N. Y.; Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, & Union Cos., N. J.)	10,703,374	11,524,018	−820,644	−7.1	11,550,332
Norfolk—Portsmouth—Newport News (Hampton, Newport News, Norfolk, Portsmouth, & South Norfolk cities; & Elizabeth City, Norfolk, Princess Anne, & Warwick Cos., Va.)	505,119	321,560	+183,559	+57.1	343,423
Oklahoma City (Oklahoma Co., Okla.)	256,559	244,159	+12,400	+5.1	244,159
Omaha (Nebr.)—Council Bluffs (Ia.) (Douglas Co., Nebr.; Pottawattamie Co., Ia.)	302,527	313,442	−10,915	−3.5	314,318
Peoria (Peoria & Tazewell Cos., Ill.)	199,525	211,736	−12,211	−5.8	211,736
Philadelphia (Delaware, Montgomery, & Philadelphia Cos., Pa.; Burlington, Camden, & Gloucester Cos., N. J.)	3,002,565	2,953,124	+49,441	+1.7	2,956,296
Phoenix (Maricopa Co., Ariz.)	206,095	186,193	+19,902	+10.7	186,193
Pittsburgh (Allegheny, Fayette, Washington, & Westmoreland Cos., Pa.)	1,960,103	2,126,769	−166,666	−7.8	2,126,801
Portland (Me.) (Cumberland Co., Me.)	152,877	143,686	+9,191	+6.4	146,000
Portland (Ore.) (Clackamas & Multnomah Cos., Ore.)	511,229	412,229	+99,000	+24.0	412,229
Providence (Bristol, Kent, Newport, & Providence Cos., R. I.)	659,319	676,389	−17,070	−2.5	680,853
Pueblo (Pueblo Co., Colo.)	73,268	68,870	+4,398	+6.4	68,870

(*Continued on page 26*)

YOU DON'T GO TO THE THEATRE TO SHAKE HANDS WITH THE USHER

THE Show IS THE ATTRACTION

And in radio it's the same. You buy a station not because you know the Chief Engineer . . . but because it has power, coverage, reputation and a GUARANTEED AUDIENCE!

That's the Show You Buy When You Buy WSPD.

5,000 watts—blanket coverage of the rich Northwestern Ohio-Southern Michigan area with over 1,500,000 listeners—22 years of top local programming—and the nation's choice . . . TOP NBC SHOWS.

WSPD
TOLEDO, OHIO
5,000 WATTS
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Radio Lauded for War Bond Activity

Gamble Notes Ingenuity And Generosity of Broadcasters

"RADIO's contribution toward the success of the Fourth War Loan Drive has been without measure", Ted R. Gamble, national director of the Treasury War Finance Division, told BROADCASTING last week. "The spirit in which the stations, networks, radio talent and agencies undertook their job, participating more directly than ever before in actual Bond sales promotion, has been especially gratifying", Mr. Gamble stated.

Expressing appreciation to broadcasters on behalf of the War Finance Division, Mr. Gamble said that during this past War Loan, local stations, regional and national networks have successfully planned and broadcast on their own initiative and in conjunction with various civic and local organizations, extensive Bond promotion activities, rallies and special campaigns in addition to the vast amounts of material which the Treasury has offered, individually and through the OWI.

Special Emphasis

Air time, less curtailed or restricted through necessary wartime measures than the facilities of other media, has been freely offered labor and industrial organizations, religious groups, fraternal organizations and others, including local and state War Finance committees, for their use in presenting War Bond programs of interest and service to the public, the WFD chief said.

It was stated that it will be some time before the millions of individual bond sales can be compiled and the figures totaled to show the exact contribution effected by any group in terms of dollars and cents, but it is most evident that radio "ranks high on the Fourth Loan honor role".

Philip H. Cohen, chief of the Domestic Radio Bureau of the OWI, in a telegram to the agencies representing 20 leading network programs requesting special Fourth Loan messages on the final day of the drive, stated, "Commercial radio programs have done an outstanding job in the Fourth War Loan Drive." It was asked that the message be used on at least one big audience program each hour in the 9 a.m.-11 p.m. period. The 20 programs chosen represented a total of 250,000,000 listener impressions.

Secretary of the Treasury Morgenthau likewise asked stations that Feb. 14 be set aside "as a day dedicated to the honored dead of your town", and thanked stations for their "splendid cooperation".

In Washington Feb. 15 at a testimonial dinner tendered by the American Hotel Assn. and CBS for 700 volunteer workers, Daniel W. Bell, Undersecretary of the Treasury, announced that the nation had gone "over the top" with $14,191,000,000 in bonds sold. The District passed its goal of $95,000,000 by $263,168. From 10:00-10:30 p.m. that evening WTOP staged a dramatization of the landing at Tarawa titled *Tarawa Was Tough*, starring Lt. (j.g.) Eddie Albert, former motion picture actor, who had participated in the landing. The broadcast was aired over the entire CBS Network and was produced by the well known W. N. Robeson.

Philadelphia broadcast of Philco's *Radio Hall of Fame* on the Blue, Feb. 13, raised $7,415,000, while G-E's *All-Girl Orchestra* on NBC brought $4,000,000 at a Cleveland rally Feb. 6. Final figure for Ralph Edwards Southern tour of NBC's *Truth or Consequences* stood at $7,374,990, more than $2,000,000 over the original quota. First three of the five *Victory Auctions* conducted by Dave Elman from WOR New York and heard on Mutual, netted $3,134,000.

By Friday, Feb. 12, the NBC-Boy Scout "Mop-Up" campaign had corraled some $62,856,164 in bonds, with $45,000,000 coming from a Buffalo banker in behalf of the savings banks of New York in response to a plea by Bob Burns on *The Arkansas Traveler*, and a $1,000,000 purchase coming from Ezra F. Hershey, of the Hershey, Pa. Chocolate Manufacturer. Radio friends of *Fibber McGee and Molly*, heard on NBC came fourth with over $1,000,000.

New York Report

The CBS-WABC New York series of *Night Clubs for Victory Shows*, which concluded Feb. 13 at the Pennsylvania, added over $8,000,000 to the CBS total.

A variety of approaches met with success locally in New York. WMCA got unusual response from a U. S. Marine Corps transcription of the voices of men at Guadalcanal and the Russel Islands, around which war bond pleas were built. Pledge to match listeners purchases with $100 bond purchases by the station itself took WMCA's own bond purchases up to the $150,000 mark in several days. Total pledges from listeners are estimated at more than $1,000,000.

WOV New York found success by using topical appeals tying in with Allied action on Italian soil. War bond sales increased 30% over those of the Third War Loan Drive, it was said. By the first of

(*Continued on page 26*)

OPEN LETTER
to guys who sell radio time

Selling time is my business, too. At least it is along with a little chore I've got to do for Uncle Sam before very long. And, like all of you, I've waded through the usual syndicated show folios, and seen plenty of ads about programs. Most have left me cold.

But 6 years ago I came across a honey and sold it to The Gunther Brewing Company of Baltimore. It's the "Quiz of Two Cities"—and it's never been off the air since.

Maybe you've heard about the "Quiz of Two Cities." The Noxzema Chemical Co. used it all over the country for 5 years and it sold plenty, pulled plenty of mail, and in just about every case had a Hooper that compares favorably with the best network shows. It's really dynamite where there's the slightest bit of rivalry between two cities, or even boroughs or counties. It builds up and gets hotter from the first show on, because it's based on a "natural"—civic pride, and the very human desire to see the other fellow "get beat."

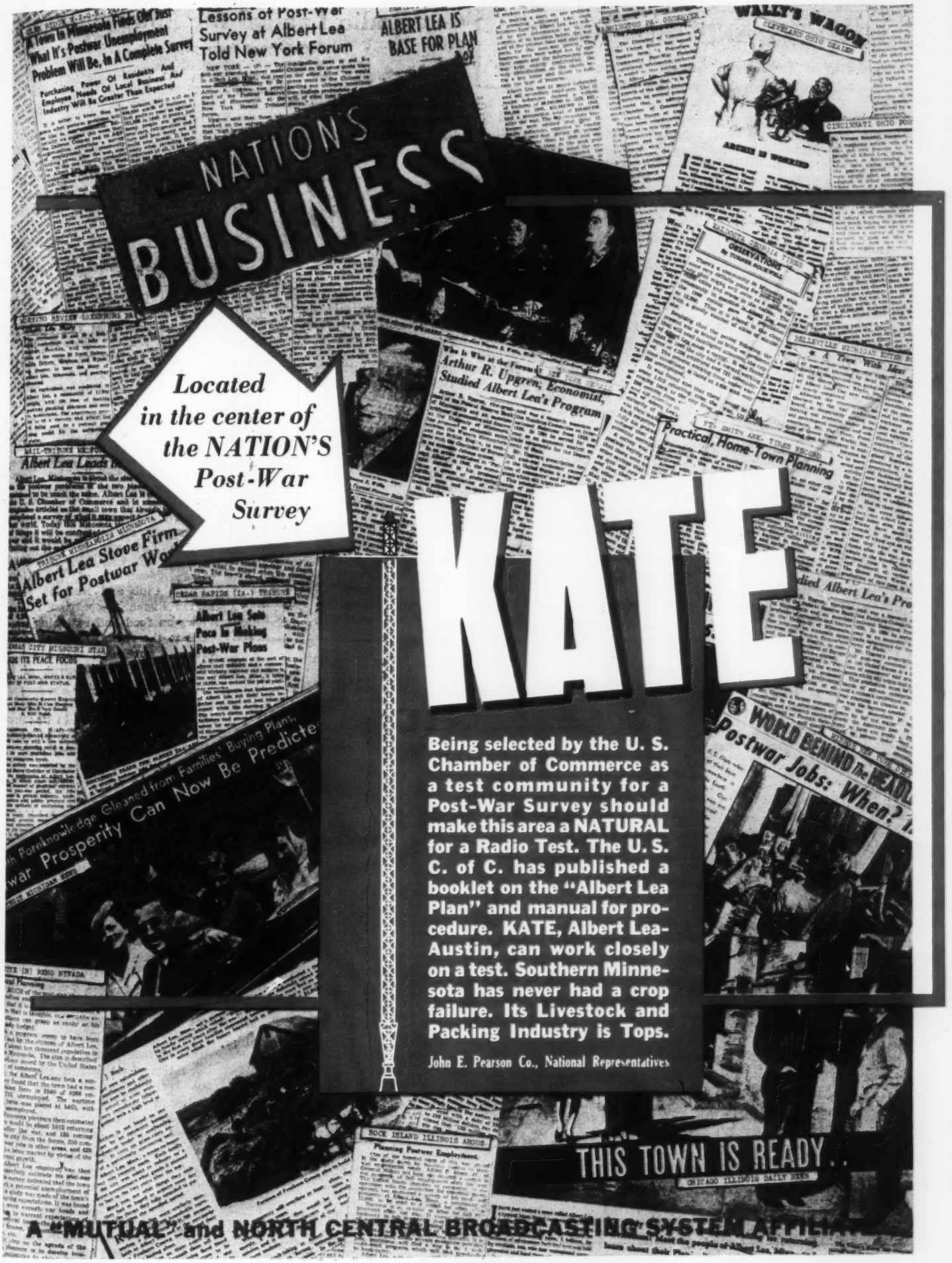
So line up an advertiser with distribution in your town and some other town not too far away. Then drop me a line and I'll tell you more about the "Quiz of Two Cities" and how you can get exclusive rights to it in your market.

You can take my word for it, your advertiser and your station will have a show that stacks up with the best of them. And *you'll* have yourself a sale for a long time to come.

Let's hear from you.

Albert B. Buffington

1118 Bryn Mawr Road
BALTIMORE, MD.


Lessons of Post-War Survey at Albert Lea Told New York Forum
ALBERT LEA IS BASE FOR PLAN
A Town In Minnesota Finds Out Just What It's Postwar Unemployment Problem Will Be, In A Complete Survey
Purchasing Power Of Residents And Employee Needs Of Local Business And Industry Will Be Greater Than Expected
WALLY'S WAGON
CLEVELAND OHIO DEALER
NATION'S BUSINESS
Located in the center of the NATION'S Post-War Survey
Arthur R. Upgren, Economist, Studied Albert Lea's Program
Practical, Home-Town Planning
Albert Lea Stove Firm Set for Postwar Work
Albert Lea Seen Pace In Making Post-War Plans
KATE
Being selected by the U. S. Chamber of Commerce as a test community for a Post-War Survey should make this area a NATURAL for a Radio Test. The U. S. C. of C. has published a booklet on the "Albert Lea Plan" and manual for procedure. KATE, Albert Lea-Austin, can work closely on a test. Southern Minnesota has never had a crop failure. Its Livestock and Packing Industry is Tops.
John E. Pearson Co., National Representatives
WORLD BEHIND the HEADL
Postwar Jobs: When?
war Prosperity Can Now Be Predicte
Planning Postwar Employment
THIS TOWN IS READY..
CHICAGO ILLINOIS DAILY NEWS
A "MUTUAL" and NORTH CENTRAL BROADCASTING SYSTEM AFFILIA

LISTENERS AND THEIR HABITS

WGAR-WJR Executives' Survey Covers 16 Cities; —Wartime Service at High Standard—

A HIGHER standard of service was found to be the oustanding point observed by executives and department heads of WGAR Cleveland and WJR Detroit, (the G. A. Richards' stations) after a recent junket through the East and Midwest to survey the operations of 75 stations in 16 cities. Paired off in teams of two, WGAR and WJR representatives spent two to three days in each of the cities.

In commenting on the trip, J. F. Patt, vice-president and general manager of WGAR said: "Sometimes we stay so close to our own sphere of operations that we miss out on a lot of good ideas and practices."

Newscasts Popular

Mr. Patt said there was a tendency toward "program stabilization", i.e., listeners are acknowledged to have formed listening habits, and they like to know that when they tune in a station, at a certain time, they will hear a certain program. Regarding program popularity, news was found to be one of any station's strongest local services. The stations covered averaged 10 local newscasts a day, with most of them sold to local sponsors.

Most cities reported success in selling, and keeping sold, retail department stores. The types of programs they sponsor are so varied that no conclusion can be reached as to the perfect department store program.

War effort features were usually found concentrated in regularly established studio shows of a variety nature with a good deal of attention given to soldier-sailor shows, either from the studio or from a nearby camp or base.

Not many stations were found which deemed it desirable to devote as much effort to station and program promotion as they did before the war. Virtually all stations sent out letters to the trade, while a few still call on the trade in person, several others use car cards and billboards, while a considerable number were found which use newspaper space.

With reference to FM, television and facsimile, the analysis showed that stations are not sure of the steps they will take, but are of course watching technical and regulatory phases carefully.

The survey by WJR-WGAR executives covered Des Moines, St. Louis, Kansas City, Milwaukee, Indianapolis, Toledo, Detroit, Rochester, Syracuse, Schenectady, Boston, Providence, Hartford, Philadelphia, Baltimore, Washington and Cincinnati. The men returned impressed by the serious thought being given by stations, to the problem of public service.

Radio Lauded for Bond Sales

(*Continued from page 24*)

last week WNEW New York had sold $350,000, with the greatest response occurring when valuables were given away in return for bond purchases.

Valentine Party

KVOR Colorado Springs sold more than $350,500 in bonds during a six hour auction on Feb. 3, topping a similar auction held by the station during the Third Loan by $75,000. Everything from a bag of peanuts to a deodorized skunk was offered successfully on the KVOR auction block. Over $42,000 in bonds were sold during a 25 minute auction broadcast by KOA Denver and sponsored by the Denver Toastmasters Club. Such fantastic things as the navigation rights to a local creek were granted purchasers along with an ornate bill of sale.

Such services as having the chief of police mind your baby for a night, or the president of the chamber of commerce mowing your lawn were sold for war bonds to citizens in the KGO San Francisco area on KGO-Hotel Claremont Bond Day held on Feb. 10. Special broadcasts and promotion featured activities of the day. The Huntington (W. Va.) Retail Merchants in cooperation with WSAZ Huntington on the evening of Feb. 1 presented a bond auction and totaled more than $102,250 in bond sales.

WAAB Worcester, Mass., on Feb. 10 broadcast the second portion of an hour war bond rally sponsored by Worcester retailers, held on the steps of the Worcester City Hall.

Million Dollar Valentine party was broadcast from the Boulevard Room of the Hotel Stevens, Chicago, by WBBM Chicago, in the interest of the Fourth Loan. Party was presented by the chefs and head-waiters of twenty-two leading Chicago hotels, clubs and restaurants with the compliments of the Stevens. Admission was $1,000 War Bond per plate. Entertainment on the fifty-five minute broadcast included music by Bernie Cummins and his orchestra. Guy Wallace of the WBBM staff acted as master of ceremonies, assisted by various celebraties. A trio of famous Chicago chefs — Henry Wagner of the Stevens Hotel, Pierre Meuniere of the Union League Club and Rudolph Meyer of the Bismark—contributed their views on food and rationing problems to the radio program. Listeners who purchased war bonds by telephone received recipes of the chefs' favorite dishes.

Governor Raymond E. Baldwin of Connecticut on Feb. 14 was present at WTIC Hartford to accept bond sales in person and over the phone from WTIC listeners. Sales totaled more than $1,095,900. The governor made various radio appeals during the day and received over 1000 phone calls.

Population Shift

(*Continued from page 22*)

METROPOLITAN COUNTIES	ESTIMATED CIVILIAN POPULATION		ESTIMATED CHANGE, APRIL 1, 1940, TO NOVEMBER 1, 1943		Total population, April 1, 1940
	November 1, 1943	April 1, 1940	Number	Percent	
Racine—Kenosha (Kenosha & Racine Cos., Wis.)	154,167	157,470	−3,303	−2.1	157,552
Reading (Berks Co., Pa.)	223,095	241,884	−18,789	−7.8	241,884
Richmond (Richmond city, Henrico Co., Va.)	252,777	235,002	+17,775	+7.6	235,002
Roanoke (Roanoke city, Roanoke Co., Va.)	104,808	112,184	−7,376	−6.6	112,184
Rochester (Monroe Co., N. Y.)	418,655	438,188	−19,533	−4.5	438,230
Rockford (Winnebago Co., Ill.)	126,110	121,115	+4,995	+4.1	121,178
Sacramento (Sacramento Co., Calif.)	188,168	169,770	+18,398	+10.8	170,333
Saginaw-Bay City (Bay & Saginaw Cos., Mich.)	206,551	205,449	+1,102	+0.5	205,449
St. Joseph (Buchanan Co., Mo.)	79,960	94,067	−14,107	−15.0	94,067
St. Louis (St. Louis city, & St. Charles & St. Louis Cos., Mo.; Madison & St. Clair Cos., Ill.)	1,485,868	1,429,443	+56,425	+3.9	1,432,088
Salt Lake City (Salt Lake Co., Utah)	230,447	211,085	+19,362	+9.2	211,623
San Antonio (Bexar Co., Tex.)	364,275	315,800	+48,475	+15.3	338,176
San Diego (San Diego Co., Calif.)	394,569	276,079	+118,490	+42.9	289,348
San Francisco—Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo & Solano Cos., Calif.)	1,822,984	1,447,378	+375,606	+26.0	1,461,804
San Jose (Santa Clara Co., Calif.)	191,811	172,301	+19,510	+11.3	174,949
Savannah (Chatham Co., Ga.)	150,111	116,412	+33,699	+28.9	117,970
Scranton—Wilkes-Barre (Lackawanna & Luzerne Cos., Pa.)	584,282	742,761	−158,479	−21.3	742,761
Seattle (King Co., Wash.)	594,793	503,353	+91,440	+18.2	504,980
Shreveport (Caddo Parish, La.)	139,693	150,203	−10,510	−7.0	150,203
Sioux City (Woodbury Co., Ia.)	89,736	103,627	−13,891	−13.4	103,627
South Bend (St. Joseph Co., Ind.)	173,111	161,823	+11,288	+7.0	161,823
Spokane (Spokane Co., Wash.)	172,352	162,620	+9,732	+6.0	164,652
Springfield (Ill.) (Sangamon Co., Ill.)	113,393	117,912	−4,519	−3.8	117,912
Springfield (Mo.) (Greene Co., Mo.)	85,256	90,541	−5,285	−5.8	90,541
Springfield (O.) (Clark Co., O.)	100,466	95,647	+4,819	+5.0	95,647
Springfield (Mass.)—Holyoke (Hampden & Hampshire Cos., Mass.)	392,640	404,509	−11,869	−2.9	404,568
Stockton (San Joaquin Co., Calif.)	151,805	134,207	+17,598	+13.1	134,207
Syracuse (Onondaga Co., N. Y.)	283,237	295,108	−11,871	−4.0	295,108
Tacoma (Pierce Co., Wash.)	208,991	173,262	+35,729	+20.6	182,081
Tampa—St. Petersburg (Hillsborough & Pinellas Cos., Fla.)	301,412	272,000	+29,412	+10.8	272,000
Terre Haute (Vigo Co., Ind.)	90,633	99,709	−9,076	−9.1	99,709
Toledo (Lucas Co., O.)	336,396	344,333	−7,937	−2.3	344,333
Topeka (Shawnee Co., Kans.)	84,765	91,247	−6,482	−7.1	91,247
Trenton (Mercer Co., N. J.)	196,424	197,318	−894	−0.5	197,318
Tulsa (Tulsa Co., Okla.)	213,200	193,363	+19,837	+10.3	193,363
Utica—Rome (Herkimer & Oneida Cos., N. Y.)	258,433	263,163	−4,730	−1.8	263,163
Waco (McLennan Co., Tex.)	103,185	101,898	+1,287	+1.3	101,898
Washington D. C. (District of Columbia; Montgomery & Prince Georges Cos., Md.; Alexandria city & Arlington Co., Va.)	1,175,384	919,632	+255,752	+27.8	927,056
Waterloo (Black Hawk Co., Ia.)	75,979	79,946	−3,967	−5.0	79,946
Wheeling (Brooke, Marshall, & Ohio Cos., W. Va.; Belmont Co., O.)	204,373	234,431	−30,058	−12.8	234,431
Wichita (Sedgewick Co., Kans.)	194,945	143,311	+51,634	+36.0	143,311
Wilmington (New Castle Co., Del.)	189,532	178,483	+11,049	+6.2	179,562
Winston—Salem (Forsyth Co., N. C.)	109,847	126,475	−16,628	−13.1	126,475
Worcester (Worcester Co., Mass.)	472,224	503,481	−31,257	−6.2	504,470
York (York Co., Pa.)	170,363	177,971	−7,608	−4.3	178,022
Youngstown (Mahoning & Trumbull Cos., O.)	361,613	372,566	−10,953	−2.9	372,566

centage of increases include: Connecticut 2.4; Michigan 2.4; Delaware 3.1; Maryland 9.8; Virginia 4.8; Florida 6.4; Utah 6.2; Washington 10.8; Oregon 7.8.

Most of the counties in the U. S. lost civilian population due, the Census Bureau pointed out, to inductions into military service and migration of civilians to war activity areas. Metropolitan counties and county groups which gained in civilian population had a total increase of more than 3,800,000.

CJKL Kirkland Lake, Ont., has erected a glass-covered bulletin board in front of the office building in which the studios are located, listing the names of announcers opposite various shows on which they are heard.

problem: method: result:

a report to advertisers and agencies

problem:

nation-wide promotion for the nation's favorite programs...

method:

1386 hours "on the air" promotion
338 hours of recorded broadcasts
935 hours of spot announcements
113 hours of live bridges, etc.

27,024 display cards and billboards
152,215,216 reader impressions by car cards, bus cards, taxi cards and billboards.

---

199 window displays
in cities with total population of 17,652,995

NBC parade of stars

482,353,112 newspaper impressions
974,387 lines of advertising space
2,297 advertisements published
259 leading newspapers used
40,660,692 aggregate circulation

128,990 lines of news space
3,795 mentions of the Parade of Stars programs in 76 different newspapers—aggregate circulation of 9,391,380

---

26 separate mail pieces
a total circulation of 601,185

---

33 movie trailers
showed in 112 theatres for a total of 1390 days to audiences totaling 7,160,000

result? this way please→

result:

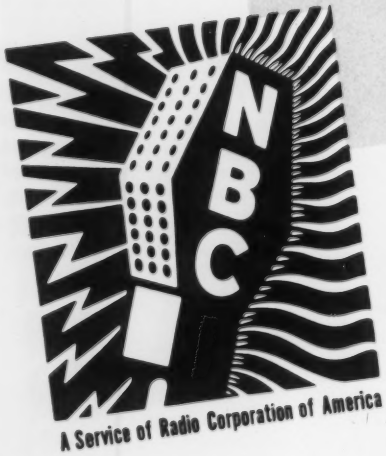
Just about what you'd expect from such extensive promotional support of a can't miss "product." When the CAB reports came in, here's where they placed NBC shows:

9 out of the first 10

15 out of the first 20

33 out of the first 50

...programs on the air!



A Service of Radio Corporation of America

America's No.1 Network

Paul Porter Takes Over New Position As Democratic Public Relations Chief

PAUL A. PORTER, former CBS Washington official, formally took over his new post as public relations director of the Democratic National Committee last Friday and announced he would complete his organization, including appointment of a radio director, within a fortnight.

Mr. Porter, who is 39, resigned as first assistant to Economic Stabilization Director Vinson last week after having been drafted for the committee post by Robert E. Hannegan, recently appointed chairman. Mr. Porter first had stated he was "not available" for the assignment [BROADCASTING, Feb. 14]. It is believed high Administration officials induced him to accept the assignment for the duration of the Presidential campaign.

In his new post, Mr. Porter succeeds the veteran Charles Michelson, who piloted publicity during the last three Roosevelt campaigns. Mr. Michelson, however, will be available as an adviser. Himself experienced in radio by virtue of five years' service as CBS Washington counsel and second in command under Vice-President Harry C. Butcher (now a Naval commander and aide to Gen. Eisenhower), Mr. Porter is expected to emphasize radio in the national elections. He has several prospective appointees for the radio directorship, but will not reach a decision until he acquaints himself with the operation. Committee headquarters are in the Mayflower Hotel.

Mr. Porter came to Washington in 1934 as publicity director of the Agricultural Adjustment Administration under Vice - President Wallace, then Secretary of Agriculture. He joined CBS in 1937 as Washington attorney. In latter 1940 he took a three-month leave of absence to assist Chester Davis, on the National Defense Council. The following year, he was loaned to the Government again for a one-month tenure to consult with British labor and industrial leaders who toured war plants in this country.

In March 1942 he resigned from CBS to become assistant administrator of OPA in charge of rent control—an assignment that won the praise of Congress while OPA was being lambasted on other fronts. Last year he joined Justice Vinson in the Economic Stabilization post. He is a native of Kentucky and was a newspaperman and lawyer in Kentucky and Georgia before joining CBS. He is married and has two children.

Cocilana Sponsors

COCILANA Inc., Brooklyn, sponsor of broadcasts of collegiate basketball games on WINS New York Dec. 14-March 8, has signed for exclusive sponsorship of an additional series of seven post-season play-offs, March 16-28. Games are broadcast from Madison Square Garden from 9:45 p.m. to conclusion. Agency for Cocilana, which also used the Yankee Network and 20 other stations for Cough Nips, is Al Paul Lefton Co., New York.

BLUE Network announces that *The Green Hornet*, mystery series, is now available for local sponsorship on a cooperative basis. The program is heard Saturday 10:30-11 p.m.

Chesterfield Change

LIGGETT & MYERS Tobacco Co., New York, is dropping the Hardy James music series on CBS, and is replacing it with John Nesbitt's *Passing Parade*, on March 28. Mr. Nesbitt's story-telling series, similar to his film feature, will be heard for Chesterfield on the full CBS network, Tuesday through Thursday, 7:15-7:30 p.m. Mr. Nesbitt had been considered for the new Westinghouse program on Blue, but Newell-Emmet Co., New York, agency for L&M, had an option on his services.

FM STATION APPLICATIONS

FCC RECORDS as of Feb. 14 disclosed a total of 78 applications pending for new FM broadcast stations. Commission records show 42 FM stations licensed, along with 9 outstanding construction permits. Following pending applications showing frequency requested and service area in square miles:

Applicant and Location	Frequency (Kc.)	Service Area (Square Miles)
Amarillo Broadcasting Corp., Amarillo, Tex. (KFDA)	45,100	5,600
American Broadcasting Corp., Lexington, Ky. (WLAP)	45,100	6,300
American Network, New York	47,900	8,840
E. Anthony & Sons Inc., New Bedford, Mass. (WNBH)	45,700	1,787
Earle C. Anthony Inc., Los Angeles, Cal. (KFI-KECA)	43,700	34,000
Ashbacker Radio Corp., Muskegon, Mich. (WKBZ)	45,700	2,290
Ashland Broadcasting Co., Ashland, Ky. (WCMI)	46,100	4,160
The Baltimore Radio Show, Baltimore, Md. (WFBR)	45,900	5,500
Capital Broadcasting Co., Washington, D. C. (WWDC)	46,700	Not specified
Capitol Broadcasting Corp., Indianapolis, Ind. (WISH)	48,700	14,120
Central New York Broadcasting Corp., Syracuse (WSYR)	46,300	6,800
Chicago Federation of Labor, Chicago (WCFL)	47,900	10,800
CBS, Hollywood	43,100	34,000
CBS, Boston	43,500	20,200
CBS, St. Louis	45,900	13,400
Constitution Publishing Co., Atlanta	45,300	7,380
Courier-Journal and Louisville Times Co., Louisville (WHAS)	45,700	13,200
Debs Memorial Radio Fund, New York (WEVD)	48,700	8,600
Durham Radio Corp., Durham, N. C. (WDNC)	Not specified	Not specified
Evening Star Broadcasting Co., Washington, D. C. (WMAL)	47,100	5,600
Federated Publications, Battle Creek, Mich. (WELL)	48,100	4,100
Frequency Broadcasting Corp., Brooklyn	43,700	14,400
Gibraltar Service Corp., Philadelphia	46,100	9,318
Globe-Democrat Publishing Co., St. Louis	44,700	13,083
Greater New York Broadcasting Corp., New York (WNEW)	48,700	8,500
Green Bay Newspaper Co., Green Bay, Wis.	Not specified	Not specified
Hawley Broadcasting Co., Reading, Pa.	46,500	4,275
Hildreth & Rogers Co., Lawrence, Mass. (WLAW)	44,900	2,970
James F. Hopkins Inc., Detroit (WJBK)	46,500	6,790
Houston Printing Corp., Houston (KPRC)	46,500	10,500
Indianapolis Broadcasting Inc., Indianapolis (WIRE)	45,300	13,640
King-Trendle Broadcasting Corp., Detroit (WXYZ)	47,300	6,750
King-Trendle Broadcasting Corp., Grand Rapids, Mich. (WOOD)	46,900	5,300
KLZ Broadcasting Co., Denver	43,500	31,400
KRIC Inc., Beaumont, Tex. (KRIC)	43,100	6,650
Don Lee Broadcasting System, San Francisco (KFRC)	43,500	18,050
John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troasch and John L. Meridan, partners, d/b as Liberty Broadcasting Co., Pittsburgh	Not specified	Not specified
Matheson Radio Co., Boston (WHDH)	47,700	3,600
Mercer Broadcasting Co., Ewing Township, N. J.	49,900	3,200
NBC, Chicago (WMAQ)	46,300	10,800
NBC, New York (WEAF)	45,100	8,500
New Jersey Broadcasting Corp., Newark, Jersey City, N. J. (WHOM)	49,100	6,200
New York Times Co., New York	45,500	8,250
News Syndicate Co., New York	47,900	8,500
North Jersey Broadcasting Co., Paterson, N. J. (WPAT)	49,900	4,928
Oak Park Realty and Amusement Co., Chicago	47,900	10,800
Outlet Co., Providence, R. I. (WJAR)	48,500	7,520
Piedmont Publishing Co., Winston-Salem, N. C. (WSJS)	46,700	4,600
Pittsburgh Radio Supply House, Pittsburgh (WJAS)	46,500	8,400
Plaza Court Broadcasting Co., Oklahoma City (KOCY)	Not specified	15,394
Portland Broadcasting System, Portland, Me. (WGAN)	47,100	3,980
Pulitzer Publishing Co., St. Louis (KSD)	45,500	13,391
Radio Voice of New Hampshire, Manchester, N. H. (WMUR)	43,500	31,630
Herman Radner, Dearborn, Mich.	49,500	Not specified
Rockford Broadcasters, Rockford, Ill. (WROK)	45,100	6,000
Rock Island Broadcasting Co., Rock Island, Ill. (WHBF)	44,500	3,000
J. E. Rodman, Fresno, Cal. (KFRE)	44,100	24,752
St. Louis University, St. Louis (WEW)	44,300	13,500
Southland Industries, San Antonio (WOAI)	44,500	16,500
Spartanburg Advertising Co., Spartanburg, S. C. (WORD-WSPA)	43,500	26,600
Standard Broadcasting Co., Los Angeles (KFVD)	45,300	7,000
Star-Times Publishing Co., St. Louis (KXOK)	44,700	12,480
Sun Co. of San Bernardino, Cal., San Barnardino	44,100	17,101
Telegraph Herald, Dubuque, Ia. (KDTH)	46,500	8,060
Times Herald Co., Port Huron, Mich.	47,700	5,600
United Broadcasting Co., Cleveland (WHK-WCLE)	48,500	8,420
Valley Broadcasting Co., Steubenville, O. (WSTV)	Not specified	Not specified
WBNX Broadcasting Co., New York (WBNX)	48,300	8,730
WDAS Broadcasting Station, Philadelphia (WDAS)	47,700	9,300
WFBM Inc., (Not specified) (WFBM)	47,700	Not specified
WGAR Broadcasting Co., Cleveland, O. (WGAR)	45,500	8,500
WJIM Inc., Lansing, Mich. (WJIM)	47,700	3,800
WJJD Inc., Chicago (WJJD)	44,700	10,800
WJR, The Goodwill Station, Detroit (WJR)	45,300	6,800
WKY Radiophone Co., Oklahoma City, Okla. (WKY)	44,500	21,000
WMCA Inc., New York (WMCA)	48,300	8,550
WOKO Inc., Albany, N. Y. (WOKO)	45,100	7,164
World Publishing Co., Omaha, Neb. (KOWH)	45,500	11,660

COMDR. SEGAL GIVEN ACTIVE NAVY DUTY

LT. COMDR. Paul M. Segal, on leave as senior member of the Washington radio law firm of Segal, Smith & Hennessey, last week was transferred from Navy Department headquarters in Washington to duty in the Pacific theatre. He had requested foreign duty.

Comdr. Segal

On active duty since March 4, 1942, Comdr. Segal had been assigned to the Special Projects Section in the office of the Director of Naval Communications. His status recently was changed from legal volunteer specialist to communications volunteer specialist, and it is presumed he will serve in a communications capacity in the Pacific.

Comdr. Segal reports to San Francisco this week for assignment at an undisclosed point or aboard ship in a war theatre.

DOGS AND CATS

Enlisted by Capital Stations For War Dog Fund

MORE THAN 2,500 "4-F" dogs —and cats—were enrolled as honorary members of the Civilian K-9 Corps, as the result of a three week campaign by Washington, D. C., radio stations to raise funds for Dogs for Defense which provides dogs for military service. Campaign solicited contributions to the War Dog Fund which confers military ranks on pooches ineligible for front line duty in accordance with size of donation from owners.

Local headquarters of the Fund reported an enthusiastic response from the radio appeals which directed listeners to enroll their pets at special department store booths or contact the agency by phone. Although the campaign was directed to dog owners, many listeners called to enroll their cats as "honorary dogs". Elmer Davis, OWI director, enlisted his cat "General Gray" as a First Class Private.

Arthur Godfrey of WTOP got the campaign off to a rousing start with appeals to his early morning listeners. Bud Ward of WMAL exhorted owners of cats to back the fighting dogs. Mary Mason of WRC, Eleanor Howard of WOL, Alice Lane and Ginny Brown of WWDC, Martha Baker of WTOP and Jerry Strong of WINX put on programs for the Fund. Mr. Strong's dog "Sergeant Pappy", an honorably discharged war dog, was made official recruiter for the drive.

Radio publicity for the campaign was directed by Baroness Madeleine Stackleberg, who was active in animal rescue work in England early in the war. She was assisted by Mrs. Spencer Waters and Helen Cornelius of the local War Dog Fund, and by Virginia Russell of the OWI Domestic Radio Bureau who wrote spot announcements and scripts.

SEWING PROMOTED BY NEEDLE GROUP

FOURTH ANNUAL sewing contest sponsored by the National Needlecraft Bureau will be promoted through some 40 radio stations this year, as compared to four last year, as well as through newspapers.

Example of how women broadcasters will tie in with the contest is the plan for supporting the campaign in the New York area, through Alma Kitchell's *Woman's Exchange Program* on WJZ. Local contest will be known as the "Alma Kitchell WJZ Sewing Contest," with 18 department stores and a number of Singer Sewing Machine Shops already prepared to cooperate by distributing blanks and featuring "Alma Kitchell" displays.

Miss Kitchell will be m.c. of the national finals in New York. Contest starts March 1 and continues through April 15. The National Needlecraft Bureau is a non-profit trade association of manufacturers of threads, patterns, needles and other sewing articles.

Nearly 40,000 stores participated in the Bureau-sponsored "Sew and Save Week", Feb. 19-26. Between 400 and 500 stores requested special radio scripts for broadcast on their regular programs on local stations.

Dr. Duffendack Named

DR. ORA S. DUFFENDACK, Michigan U. professor of physics, has been appointed research director of North American Philips Co., New York, electronics manufacturer, effective March 1 when the new research laboratories are opened at Irvington, N. Y. Although Dr. Duffendack will resign his university post, he will continue his government work as chief of an undisclosed section of the National Defense Research Committee. He held the John Simon Guggenheim fellowship at Goettingen, Germany during 1929 and 1930. He has taught since 1922.

WCBS Honor Roll

MORE that 50% of the staff of WCBS Springfield, Ill. are now in the armed services. To honor the 12 men out of the staff of 22 who are in uniform, WCBS has installed a solid walnut plaque with names, pictures, service and rank of those who are serving their country.

More OD Spots

OD CHEMICAL Corp., New York, will promote OD-30, air deodorant, through a series of one-minute electrical transcriptions once or twice daily on WTIC Hartford and on seven New York outlets WABC WEAF WJZ WOR WNEW WHN WMCA, starting the first week in March. [BROADCASTING, Feb. 14]. Agency is Alley & Richards Co., New York, which handles R. C. Williams & Co., New York, distributor for OD-30.

ROGER CLIPP NAMED PRESIDENT OF WFIL

ROGER W. CLIPP, executive vice-president and general manager of WFIL Philadelphia, was elected president of the station, it was announced last week by George H. Johnson, chairman of the Board of Directors.

Mr. Clipp

Mr. Clipp has been in broadcasting since 1929, when he joined the station relations division of NBC in New York, later appointed assistant manager of NBC and managed and operated stations. He joined WFIL in 1935 as business manager, appointed general manager of the station in 1938. Three years later, Mr. Clipp was elected vice-president and became a member of the Board of Directors. In August, 1943, he was appointed executive vice-president, taking over the duties of Samuel R. Rosenbaum, who left his post as president of the station to accept a commission in the Allied Military Government.

PLEA FOR POOCH

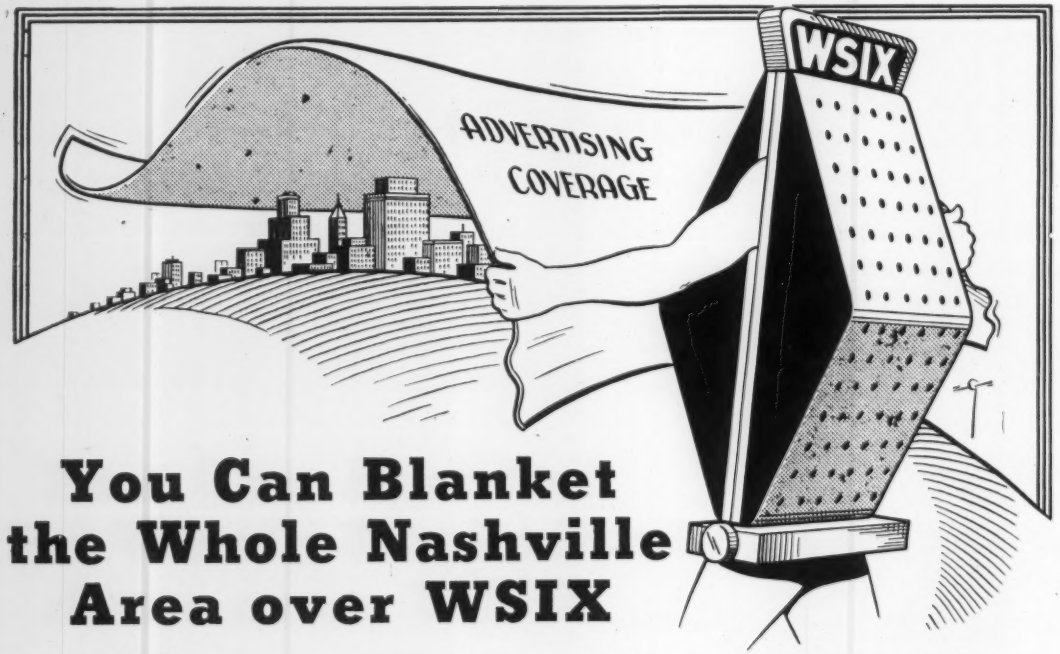
Capital Stations Campaign For War Dog Fund

ALL six stations in Washington pleaded the cause of the "4-F" dog in a three-week campaign just concluded to raise funds for Dogs for Defense, sole procurement agency for supplying animals for front-line service. Owners of pooches unfit for miltary service were urged to enroll their pets in the Civilian K-9 Corps which includes in its membership such celebrated tail-waggers as President Roosevelt's "Fala" and J. Edgar Hoover's "G-Man".

Arthur Godfrey reminded his early morning listeners on WTOP that by contributing to the War Dog Fund, which pays "processing" expenses for fighting dogs, owners of pekingese, scotties, airedales, etc., could give their pets some recognition in this war. Mary Mason of WRC, Bud Ward of WMAL, Alice Lane and Ginny Brown of WWDC, Eleanor Howard of WOL, Martha Baker of WTOP, and Jerry Strong of WINX made appeals for the fund. Mr. Strong's dog, "Sergeant Pappy", honorably discharged war veteran, was official recruiter for the drive.

Radio publicity for the campaign was handled by Baroness Madeleine Stackleberg, who was active in animal rescue work in London early in the war. She was assisted by Mrs. Spencer Waters and Helen Cornelius, of the Washington War Dog Fund, and Virginia Russell of the OWI Domestic Radio Bureau who wrote spot announcements and scripts.

ATTENDANCE at CBS Hollywood originating studio programs in 1943 reached 847,281 or almost double the previous year, according to figures issued by the network. Included were 230,000 servicemen who witnessed broadcasts.



You Can Blanket the Whole Nashville Area over WSIX

WSIX carries your advertising into the friendly, receptive homes of the **entire** Nashville trade area.

WHETHER for a test run or as part of a general campaign, WSIX offers the means of getting in solidly on the rich Nashville market—and at low cost of coverage—through **one** proven medium.

Spot Sales, Inc., National Representatives

Member Station, the Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX "The Voice of Nashville" NASHVILLE, TENN.

980 KILOCYCLES

DAYTON, O.

The Birthplace of Aviation

★

TO SELL THIS GREAT PRIMARY MARKET, YOU'LL NATURALLY WANT TO USE THE STATION THAT 3 OUT OF EVERY 4 LOCAL MERCHANTS USING RADIO PREFER

★

1943 Business Summary

PERCENTAGE OF CHANGE 1943 OVER 1942

PAYROLLS	+23.3
INDUSTRIAL EMPLOYMENT	+18.6
MERCANTILE EMPLOYMENT	+ 4.3
RETAIL SALES	+12.7
BANK CLEARINGS	+16.2
BANK DEBITS	+22.4
POSTAL RECEIPTS	+ 6.7
ELECTRIC METER CUSTOMERS	+ 3.2
INDUSTRIAL POWER SALES	+32.0

In these accelerated times, one must not recognize alone the vastness of the present metropolitan market of Dayton, Ohio, but should likewise take under earnest consideration the tremendous potential which Dayton offers as a post-war trading area.

Dayton's world-wide importance, when translated to 'aviation after Victory' can but predict a thriving future for this city, which stands today as the very center of Allied Air Force activities.

Add to this, an evident fact, the strategic significance of Dayton as a constantly growing industrial metropolis, employment in which has expanded the city population over 43,000 in less than two years, and you will then be quick to recognize the ready acceptance for whatever you have to sell to this above-average income group.

Figures compiled by Dayton Chamber of Commerce

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

BASIC BLUE • 5,000 WATTS

Weed and Co. NATIONAL REPRESENTATIVES

ESSO NEWS AIDING WAVE DRIVE IN N. C.

INTENSIVE TEST drive for WAVE recruiting in North Carolina begins Feb. 21 on 28 stations. Cooperating with the Navy in the two-week campaign is Standard Oil Co. of New Jersey through its *Esso Reporter* program and WAVE posters set up in all North Carolina Esso service stations.

The local *Esso Reporter*, heard thrice daily on four stations in the state, will feature recruiting messages during the entire period, Feb. 21 - March 5. Each message will be localized.

The drive was opened last Friday night with a dinner at the Hotel Sir Walter, Raleigh, N. C., broadcast through the state and attended by representatives of radio, the Navy, Standard Oil, and newspapers of the section. J. Harrison Hartley, chief of the Radio Section, Office of Public Relations; Lt. Hazel K. Markell, in charge of WAVE recruiting; and Lt. Andrew Dudley are handling the drive from Washington. Lt. Armand Deutsch, radio officer, New York Branch of the Navy Public Relations Office, is in charge of arrangements in New York, contacting Jack Miller and Donal O'Brien, both of Esso Marketers. Localized planning is in the hands of Lt. Lodwick Hartley and Lt. Comdr. Charles Neeley, radio officers stationed in North Carolina. G. W. Freeman is account executive of Marschalk & Pratt Co., New York, agency handling Esso Marketers.

Borden on WOR

BORDEN FARM Products of New York, has signed for a weekly half-hour program on WOR New York, to feature Louis Sobol, Hearst syndicated Broadway columnist. Guest stars and Vincent Lopez Orchestra will be presented on the program which starts Monday, March 6, 7.30-8 p.m. Agency is Young & Rubicam, New York, also the agency for *Bulldog Drummond*, Mutual program sponsored on WOR New York by the Pioneer Ice Cream Division of Borden Co., New York.

'School of Air' to L-A

CBS has extended broadcasts of the five-times weekly half-hour educational series *The American School of the Air*, to Mexico, the West Indies, Central and South America. Program is now transcribed by KQW, CBS San Francisco outlet, and transmitted southward via KWID, West Coast station belonging to the United Network of the Office of War Information and the Office of the Coordinator of Inter-American Affairs. Series continues to be heard regularly in the United States, Canada, and Alaska.

Butter Sponsor

B. S. PEARSALL BUTTER Co., Elgin, Ill. (Elgin Brand margarine), on Feb. 21 begins sponsorship of quarter-hour news programs, Monday, Wednesday, Friday and Saturday, 8-8:15 a.m. on 21 New England stations of the Yankee network. Contract is for 52 weeks. Agency: Schwimmer & Scott, Chicago.

ENJOYING NBC's *Parade of Stars* exhibit held in Chicago on Feb. 1 were these two groups of radio advertisers, agency men and NBC officials. Top, looking-over the gathering, are (l to r), Carl M. Stanton and Clifford Fitzgerald of Dancer-Fitzgerald-Sample; William Weddell, assistant sales manager of NBC's Central Division; Harry Kopf, vice-president of NBC in charge of the Central Division. Bottom, discussing recent events, are P. R. Trent, vice-president, and George M. Schutter, secretary-treasurer of the Schutter Candy Co.; Carl F. Kraatz, vice-president, and Walter Schwimmer of Schwimmer & Scott agency.

WOW NIGHT HELD
Ad Meeting Discusses Program Importance

STRESSING good programs as the most important part of broadcasting, Harold Fair, program director of WHO Des Moines, recently was guest speaker at the annual "WOW Night" meeting of the Omaha Advertising Club in Omaha.

Advertisers and agencies who buy radio time "for the sole purpose of selling merchandise" were

criticized by Mr. Fair who maintained that the advertiser "has an equal responsibility with the station to put on only such material as listeners will approve."

A total of 115 advertising men turned out to hear Mr. Fair and partake of a wild duck dinner. Pictured enjoying the meal are (l to r): Bill Wiseman, promotion manager of WOW Omaha and m.c.; Vernon H. (Bing) Smith, *Omaha World-Herald* advertising director, and Mr. Fair.

Western Electric Expands

WESTERN ELECTRIC Co., New York, is setting up additional manufacturing quarters at Eau Claire, Wis., where it has leased Area 2 of the Eau Claire Ordnance Plant, formerly engaged in arms production.

Suit Dismissed

AN ACTION against Franklyn MacCormack, Chicago radio narrator, his wife, Vi Johnstone MacCormack and RCA, requesting an accounting of royalties and damages for broadcasting of a poem by the MacCormacks, was dismissed Jan. 25 in the Circuit Court of Cook Co. (Ill.), by Judge Walter J. LaBuy. Plaintiff was Miss Elenor Yorke, Chicago poetess, who alleged that the MacCormacks illegally used a poem she claimed to have written. Judge LaBuy ruled that the plaintiff did not establish her cause of action and had failed to prove that she had written the poem in question. Action was filed Feb. 24, 1943.

Cantril Survey Book

HADLEY CANTRIL, director of the Office of Public Opinion Research, Princeton, N. J., in cooperation with a number of associates has prepared a series of studies on methods of surveying public opinion, published by Princeton University Press under the title *Gauging Public Opinion*. In his preface, Mr. Cantril points out that social scientists were slower to realize that the methods by which manufacturers and advertisers assess the popularity of products provide a trustworthy means of analyzing the effect of current events on the public mind.

UP On Taxes

UNITED PRESS Radio has prepared a special series of 12 scripts of five minute articles on "Facts About Taxes," written by Elmer Walzer, UP financial editor, and designed to simplify this year's tax laws. Beamed at the average taxpayer, the articles will be sent out each week-day morning, starting Feb. 21, and are available to all United Press radio clients for release any time after being transmitted on the UP circuit.

AIR PAGE POPULAR, 'PULSE' DATA SHOW

RADIO PAGE in the daily newspaper is referred to by 71.5% of the radio owners in Metropolitan New York, according to a special survey conducted by the Pulse of New York Inc., and reported in the Feb. 15 issue of its monthly newsletter *The Radio Audience*. The remaining percentage of those interviewed said that they seldom used the radio page. The lower the social and income class, the rarer is the use of the radio page, it was found. Included are the results of a survey of the extent of program listings in New York dailies.

Total listening in January, 1944 was 12.3% above that of the same month last year, and 4.3% over January, 1942, according to the Pulse. President Roosevelt's Congressional message, delivered Jan. 11, was tuned in on 60% of all metropolitan sets. Sets-in-use figures for the periods before and after several of his radio talks, are given. His audience gain over the same quarter-hour on the day preceding four separate talks since the Dec. 9, 1941 (Pearl Harbor) speech, shows a marked decrease, during the course of three or more years.

The number of sets-in-use in Philadelphia is slightly lower than in New York during the all-week period, but the afternoon audience listens 16.1% more, according to a special survey of the Philadelphia metropolitan area. Morning audiences are 10.5% higher and night audiences 19.9% higher in New York.

CIAA Radio Plans

RADIO executives of the Office of the Coordinator of Inter-American Affairs are to meet in Guatemala City this week with secretaries of the Central American committees which handle CIAA activities locally in each country for a general discussion of the organization's radio plans for 1944. John G. W. Ogilvie, director of the CIAA radio division, Wilfred S. Roberts, head of the division's New York office, and Robert W. Wood, head of the regional radio operations, left Washington last week for Guatemala, via Mexico City. Joseph Ries and Herbert Cerwin, CIAA field representatives in Caracas and Mexico City, respectively, will also attend the Guatemala sessions.

Lewis Tour

FULTON LEWIS jr., MBS commentator, will start another combined lecture and news gathering tour March 5. His Monday through Friday news reports will be broadcast from cities visited, which include Kansas City, Kansas, Denver, Salt Lake City, Seattle, and Los Angeles. He will return March 31.

Space Deals Cancelled

STATING that old line advertisers were entitled to their space during the paper shortage, the *Chicago Herald American*, *Chicago Daily News* and the *Chicago Sun*, following action taken by the Chicago Newspaper Publishers Assn., canceled all reciprocal airtime-space deals with WMAQ Chicago.

"Burke, you made the rates too low"

When we set the low midnight-to-dawn rates on WBAL, we had in mind the thousands of night-shift workers in the throbbing Baltimore industrial area.

But when the results began to roll in—not merely fan mail, but actual cash orders for products advertised—we found that we had *underestimated* our audience by a wide margin. We discovered that WBAL had all-night listeners all over the Eastern seaboard as far west as Ohio!

Here's the reason: There are a surprising number of folks who listen to the radio all through the night—scattered all over the country. WBAL is one of the few stations that can be heard clearly in these "wee hours"—it is the ONLY 50,000 watt station on the Atlantic Seaboard outside of New York on the air all night, every night. Our powerfully programmed "ALL NIGHT STAR PARADE" is reaching listeners all over the east.

75 million people live in the 22 states from which we have already received responses. Of course, they don't all listen to all-night radio, but you need only a very small percentage of that tremendous number to cash in on a whale of a "bonus" at our too-low midnight-to-dawn rates. Call in the Petry rep for details.

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

ALL NIGHT STAR PARADE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

LISTENING TO *The Listening Post* future plans for the *Saturday Evening Post's* first venture into a regular network program are, standing (l to r): Sam Penfield, manager of the Chicago office of Curtis Publishing Co. advertising department; Hays MacFarland, president of MacFarland Aveyard & Co., SEP agency. Seated, J. H. Nicely, Chicago district manager of Curtis circulation department; E. R. Borroff, vice-president in charge of the Blue network's central division; Arthur Kohler, manager of the *Post's* advertising department. The quarter-hour show, Tuesdays through Fridays, Blue network, started Feb. 8.

Radio Advertisers

ARMOUR SOAP WORKS, Chicago (Chiffon soap), begins sponsorship of six-weekly participations on *Housewives Protective League*, WBBM Chicago, Feb. 21. Contract is for 52 weeks. Agency is Foote, Cone & Belding, Chicago.

CLINTON WATCH Co., Chicago, has placed its first advertising campaign with Malcolm Howard Adv., Chicago. Testing for expansion, time signals are being used on WGN and WCFL Chicago. Arthur M. Holland is account executive.

CHICAGO & NORTHWESTERN Railway will begin its ninth year on WMAQ Chicago, when it renews sponsorship March 20 of the *400 Hour*, 7-7:55 a.m. recorded music program. Contract is for 52 weeks. Agency: Caples Co., Chicago.

BOND STORES, Chicago (clothing), on Feb. 13 began sponsorship of the *Chicago Sun* news program, a quarter-hour period seven nights weekly on WMAQ Chicago. Contract is for 52 weeks. Agency is Neff Rogow, Chicago.

ARMOUR & Co., Chicago (Chiffon soap flakes), on March 1 begins sponsorship of three spot announcements weekly on WMAQ Chicago. Contract is for 52 weeks. Agency. Foote, Cone & Belding, Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheats), recently added New Hampshire, Maine and Vermont to its Yankee Network coverage of a quarter-hour, five-weekly, children's program, *Happy Hank*, bringing the total stations to 19. Show started Jan. 31 on a 52-week contract. Agency is Rogers & Smith, Chicago.

SAFEWAY STORES Inc., chain grocery, has signed for 15 announcements weekly for 52 weeks on KFEL Denver.

AMERICAN NATIONAL Bank of Denver, one of the oldest of the more than 100 sponsors of MBS commentator Fulton Lewis jr., has signed a renewal contract for the sixth consecutive year through the Raymond Keane Agency.

AMERICAN State Insurance Co., Indianapolis, has appointed the Roger Beane Agency, Indianapolis to handle its account. Plans for radio are said to be included.

GOLD-TONE Studios, Rochester, N. Y. (photographs), has placed its account with W. B. Doner & Co., Detroit. Radio plans are said to be included.

HUNT Bros. Packing Co., San Francisco (Hunt Red Label Foods), has named Garfield & Guild, San Francisco, to manage its account. Radio is said to be contemplated.

FREDERICK STERNS & Co., Detroit (drugs), is inaugurating one of the largest Latin American campaigns in its history, and is using radio along with other media. Agency is Export Advertising, New York.

BORDEN Co., Chicago (D-Q fortified milk), is using newspapers and is considering radio to expand distribution to Gary and Hammond. Ind. Agency is Young & Rubicam, Chicago.

HOWARD ROUND, for eight years in the sales department of the Pepsodent Company, Chicago, has been named eastern sales manager with headquarters in New York.

TWIN FALLS BANK & TRUST, Twin Falls, Idaho, has started sponsorship of *Wake Up America*, a half-hour transcription of the forum program of that name formerly heard live on Blue Network under the auspices of the American Economic Foundation. Series started of KTFI Twin Falls Jan. 16 as a weekly feature.

ROMWEBER Industries, Batesville, Ind., have appointed John A. Finneran Inc., New York, to handle advertising for its furniture. No radio is planned.

MEARS RADIO - Hearing Device Corp., New York, has named Merrill Anderson Co., New York, to handle its advertising. No radio is planned.

Agencies

DAVID W. STOTTER, copy and account executive for MacFarland-Aveyard & Co., Chicago, recently was promoted to vice-president and copy chief. Formerly on the copy staff of Lord & Thomas, he has had 19 years of advertising agency experience.

CHARLES H. FERGUSON and Charles H. McDougall, former agency vice-presidents for BBDO, have been promoted to new posts, the former as manager of the company's San Francisco office, and the latter as head of the agency's creative division for BBDO's western office.

KENNETH VON EGIDY of Allied Adv. Agencies, Los Angeles, has been shifted to the firm's San Francisco offices as production department head.

MARY KAY CAIN, timebuyer and assistant spacebuyer of BBDO, Los Angeles, has joined McCann-Erickson, that city, as spacebuyer.

RUSS JOHNSTON, West Coast radio director of McCann-Erickson, is in New York to supervise initial broadcast of CBS *Grand Central Station* starting March 4. Pillsbury Flour Mills Co. is sponsor.

GILBERT A. STARR is now vice-president of the Ingalls-Minter Co., Boston advertising agency. He formerly was advertising and sales manager of the Regal Shoe Co.

LELAND G. FRIERSON, account executive of Ruthrauff & Ryan, New York, has been named vice-president.

NELSON C. METCALF Jr., formerly on the copywriting staff of Wendell P. Colton Co., New York, has joined the copy staff of McCann-Erickson, New York.

WILLIAM HILLPOT has left the William Morris Agency, New York, where he served on the executive staff of the radio department.

CHARLES KOPF, former head of copy at Doyle, Kitchen & McCormick, New York, has joined the copy staff of BBDO New York.

RUTH AIKMAN, commercial writer of Young & Rubicam, has been shifted from New York to Hollywood and assigned to NBC *Jack Benny Show*.

EUGENE F. ROUSE has discontinued his Los Angeles advertising agency to join Mutual Building & Loan Assn., Pasadena, as vice-president in charge of new accounts and advertising.

NORMAN MORRELL, formerly Hollywood vice-president of Lord & Thomas and more recently executive producer of Foote, Cone & Belding on the NBC *Bob Hope Show*, is now a private in the Armed Forces Radio Service, Hollywood.

JOHN CHURCHILL has resigned from the public relations staff of Young & Rubicam, New York.

ALFRED PAUL BERGER, formerly radio director of Emil Mogul Co., New York, has opened a radio production firm under his own name at 67 West 44th St., New York.

PAUL HODGES, former associate editor of *Nation's Business*, has joined the public relations staff of Arthur Kudner, Inc., New York. Before joining *Nation's Business*, Mr. Hodges was Washington correspondent for the *Cleveland Plain Dealer*.

E. L. SWIKARD, associated with Speigel Inc., Chicago, for 33 years and for 15 years vice-president of sales and advertising with that organization, resigned recently to establish his own offices at 333 N. Michigan Ave., Chicago, as merchandising, advertising and marketing specialist. He continues as a director of the Speigel mail order house.

TWO RADIO POSTS CREATED BY AYER

N. W. AYER & SON, New York, has created two new posts in the radio department in line with an increase in the agency's radio activities. Robert Collins, former merchandising manager, has been made manager of the radio department, while Thomas McDermott has been promoted from space and timebuyer, to business manager of the radio department. Before joining N. W. Ayer, Mr. Collins was on the merchandising staff of Marshall Field & Co., Chicago department store. Mr. McDermott has been associated with the agency for the past ten years.

Robert F. Harrel, formerly on the advertising and general information staff of the N. Y. Telephone Co., has joined Ayer's public relations staff. He was at one time with *Think Magazine*, published by International Business Machine Co., New York.

DAVID W. STOTTER, account executive for McFarland, Aveyard & Co., has been promoted to vice-president and promotion chief.

LOUISE K. TIEDEMAN, former premium buyer for Compton Adv., Inc., New York, has joined Duane Jones Co., New York, as premium buyer and merchandising assistant.

LEE MARSHALL, former radio copy-writer with Russel M. Seeds Co., Chicago, who entered the Army Command Forces in Sept. 1943, has completed training at Ft. Knox.

FRED BETHEL, New York producer of Foote, Cone & Belding, on the weekly Blue program, *Here's to Romance*, is in Hollywood to handle West Coast originations. Ted Wick, Hollywood producer, takes over that assignment when Bethel returns to New York.

SHELTON R. HOUX, of the sales staff of WBBM Chicago, and prior to that with McCann-Erickson, handling the Ford account, is now with N. W. Ayer & Son, Chicago, as account executive.

WILLARD M. FOX, formerly research director for *Newsweek*, New York, and previously with Standard Statistics as field analyst, has joined the Buchen Co., Chicago, as research director.

AL GORSON, formerly on the radio staff of Universal Pictures Co., Inc., New York, has been named radio director of Frederick Bros. Artists Corp., New York, talent management firm. Mr. Gorson replaces Ted Green who resigned last week.

GERTRUDE FLANAGAN, formerly on the merchandising staff of Young & Rubicam, New York, has been named to handle research and merchandising promotion for Weiss & Geller, New York.

BRUCE ELDRIDGE, formerly of Ruthrauff & Ryan, has joined Garfield & Guild, San Francisco, as account executive.

DICK BERGGREN, account executive of Garfield & Guild, San Francisco, and Frances Clark, in the radio media department, were married Feb. 2.

G-M Renews

GENERAL MOTORS Corp., Detroit, on Feb. 3 renewed *Victory Is Our Business* on WOR New York for another 13 weeks, and is continuing the half-hour institutional transcription on some 29 other stations through renewals. Agency is Campbell-Ewald, Detroit.

STRICTLY ON THE
"Sizzle Side"
There's nothing soft-boiled about Norman Jay's "Very Truly Yours", we're happy to say. His outspoken method of commentary—addressing piping-hot open letters to prominent persons in the news—strikes hard at the headlines and headliners, strips important issues down to bare facts.
That "Very Truly Yours" has created a mild sensation in local broadcasting is understandable enough. Years of press and radio reporting sharpened Norman Jay's news sense, developed that aggressive delivery which overnight won him a swelling New York audience.
Nearly every broadcast brings responses from such notables as Sumner Welles, Winston Churchill, Wendell Willkie or Admiral King. Even General Eisenhower, amidst the white heat of battle, took time out to comment about Jay's "respectable appreciation of the significance of the Salerno campaign."
The voice of "Very Truly Yours" has gained resonance rapidly here in New York. For the right sponsor (yes, the show is available to the right sponsor) it's worth more than passing consideration. Because this is the kind of vibrant showmanship that sells our town—the type of programming you'll find all over WMCA's log these days.
Interested in some more details?
We or Weed & Company have them.
FIRST ON NEW YORK'S DIAL—570
wmca
FIRST IN NEW YORK SHOWMANSHIP

One tap...worth $300,000!

But only infinite skill and years of study qualify a man to make that one sharp tap to cleave a diamond. A false blow . . . and the priceless gem is ruined!

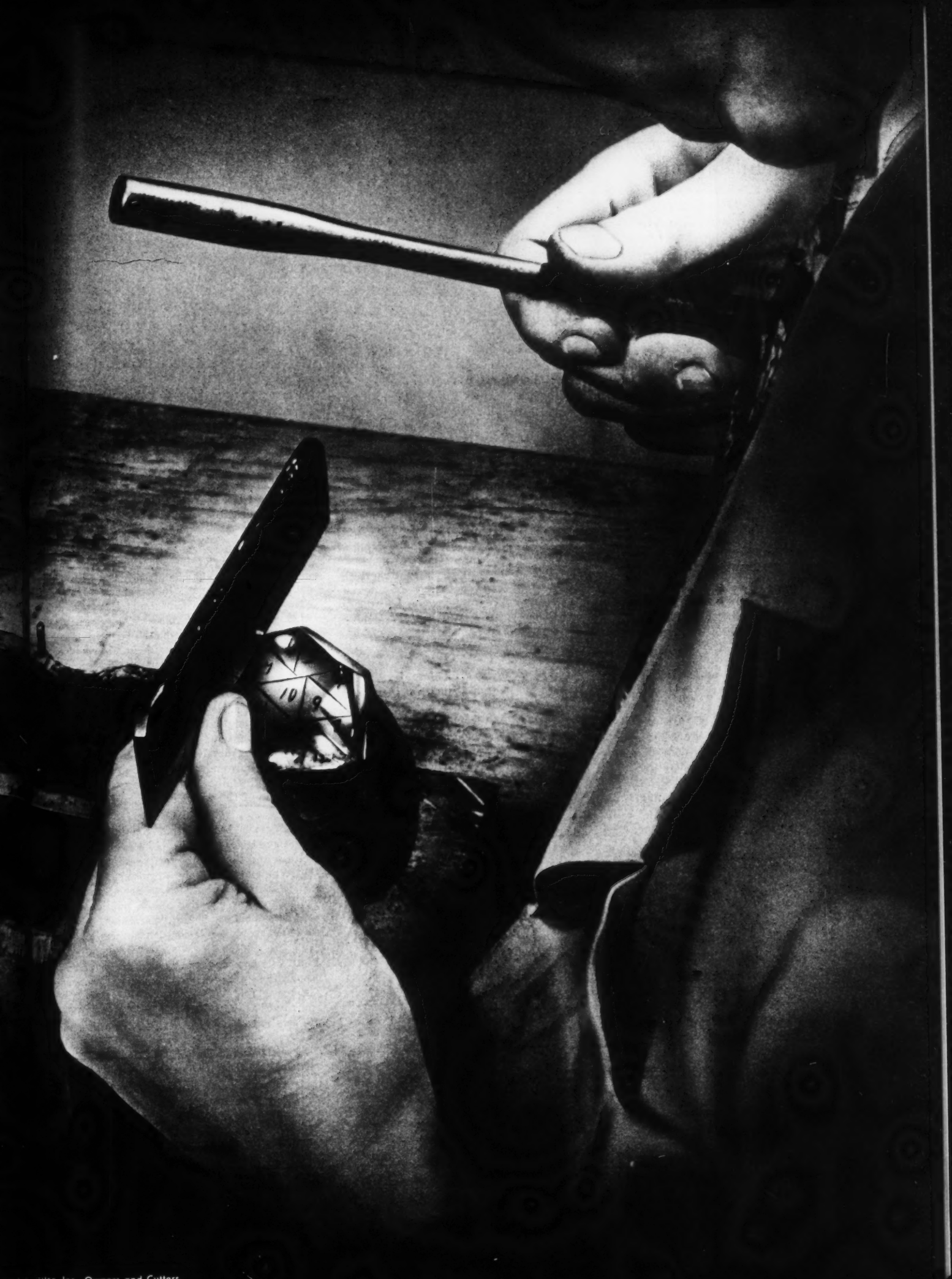
So it is in Spot Radio. Skill and study are required to plan and build the most effective campaign for each product.

We devote ourselves exclusively to Spot Radio. Our entire effort goes into studying and planning Spot Radio Advertising and the stations we represent. It is our ambition to do one thing with infinite skill.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

Cleaving of the President Vargas Diamond



mond ston, Inc., Owners and Cutters.

Editorial

'My Friends'–1944

BEFORE the year's end another Presidential election will have been held. Whether it will be a fourth term for Roosevelt or a first term for someone else depends largely upon political fortune—but not entirely so.

Politics isn't our business. Radio is. One paramount point the politicians seem to have overlooked is the importance of "radio presence" in campaigning. Franklin D. Roosevelt was the first Presidential candidate to wage a successful campaign by radio. That was in 1932. He hasn't been out of office since. And that's because no one has even approached him as a vivid radio personality.

Let's forget the campaign issues, the national scene, the war outlook, and the myriad factors that are basic in national elections. Platforms and promises make Presidential campaigns. Usually, however, the lay public has little to choose between the party views. It's personality that counts.

If FDR hadn't answered the political call, he would have been a master showman. He originated the Fireside Chat. His resonant voice, his mastery of inflection and emphasis have placed him in a class by himself as a radio campaigner.

Let's look at the statistics. In 1920—the year of broadcasting's advent—about 27,000,000 citizens cast popular votes in the Harding-Cox election. There was no radio campaign. Statistics for 1922, the first year they were available, showed only 400,000 radio receivers in use, including home-built "cat's whisker" models.

In the Hoover-Smith campaign of 1928, the popular vote increased to about 37,000,000. Networks were in operation then and the plug-in set had come into vogue, supplanting batteries and horn-speakers. There were 10,500,000 receivers in use. Radio was becoming more important as a means of reaching the people. But neither Smith nor Hoover possessed technique.

Then 1932. The total popular vote was nearly 40,000,000. Radio was getting credit for "bringing out the vote." Radio carried the brunt of the campaign oratory. There were then 18,000,000 sets in use. Women, who had been enfranchised a dozen years earlier (in 1920), became avidly interested. Roosevelt was running his first Presidential race. His was a natural radio voice. Hoover lacked that radio "it."

The story of the 1936 campaign was reflected in another new record vote—45,650,000. There were 33,000,000 receivers in use. Roosevelt, the radio orator, with 28,000,000 votes, cantered down the home stretch over Landon, whose dust dry Kansan delivery failed to register.

The 1940 campaign brought a new issue—the first time a candidate sought the highest office in the land for a third time. Nearly 50,000,000 popular votes were cast. There was a radio set for every voter—50,000,000 receivers in use. The Roosevelt technique was never better. Willkie's voice rated low—cracked and strained after arduous road campaigning.

The curtain is about to lift on the 1944 campaign. More appropriately, the mike switch is about to be flicked—at the nominating conventions this summer. It looks like Roosevelt, the radio perfectionist, as the Democratic standard-bearer. The Republican nominee remains a question mark. There are 57,000,000 receivers in 32,500,000 of the nation's homes.

We claim no occult political power. We base our judgment on the record—the radio record.

It is clear that unless the opposition uncovers a microphone miracle-man, irrespective of other considerations, it will be Roosevelt in another radio romp in 1944.

Belabored

WAPI Birmingham wasn't on the air Friday, Feb. 11, because its technical staff failed to show up. Without advance notice or even warning, the engineers and technicians simply decided they wouldn't work. Saturday morning, after instructions came from IBEW headquarters, the station resumed operation.

There haven't been many examples of that sort of thing. To the credit of Lawson Wimberly, international representative of IBEW, the action was denounced as "indefensible". Upon being apprised of the "strike", Mr. Wimberly promptly took steps. But the station was off an entire day, and its listeners were deprived of service through no fault of the station management.

Best information available is that the technicians took umbrage because a station executive, in addressing a local group, had deprecated efforts of employes (not necessarily in radio) in seeking draft deferments. So the transmitter was locked up and the keys carried away.

The WAPI technical staff had no complaint about wages or conditions, since a new contract had been signed only a few weeks before. When a union violates a contract merely because its members resent statements of the management, it only hurts its own cause.

Mr. Wimberly acted commendably and properly in denouncing the action of the WAPI staff. His sane approach will benefit both labor and management.

Engineering 'E's'

THE STANDOUT operation of the FCC, from the beginning, has been its Engineering Division. It has been beyond criticism because of a competent staff, with appointments never dictated by political favor.

The reorganization of that division by the FCC last week, entailed by the highly laudable promotion of Chief Engineer Ewell K. Jett to the Commission, is in keeping with that tradition. George P. Adair, who has served meritoriously as assistant chief engineer in charge of broadcasting, was elevated to chief engineer. Philip P. Siling, head of the important international division, succeeds Mr. Adair, and M. H. Woodward, Mr. Siling's assistant, takes over the international post.

All three appointments are on a merit basis. In each case the senior official moved up a notch. The appointments are of more than ordinary significance because of the far-reaching problems of allocation, both domestic and international, now under consideration pending the war's termination.

Our Respects To -

NATHAN STRAUS

SOME men grow up in an industry; others make the industry grow up around them. The latter can be said of Nathan Straus, new president of station WMCA in New York. Although only a youngster in the industry—he took over WMCA without prior radio experience some weeks ago—his influence has had pronounced effect on local station operation.

Despite his brief introduction to the radio industry, Mr. Straus has already come up with one of the year's most important local broadcasts. This was the Christmas Day program when WMCA carried voices of servicemen all over the world in a five-hour program of holiday greetings to their families and friends.

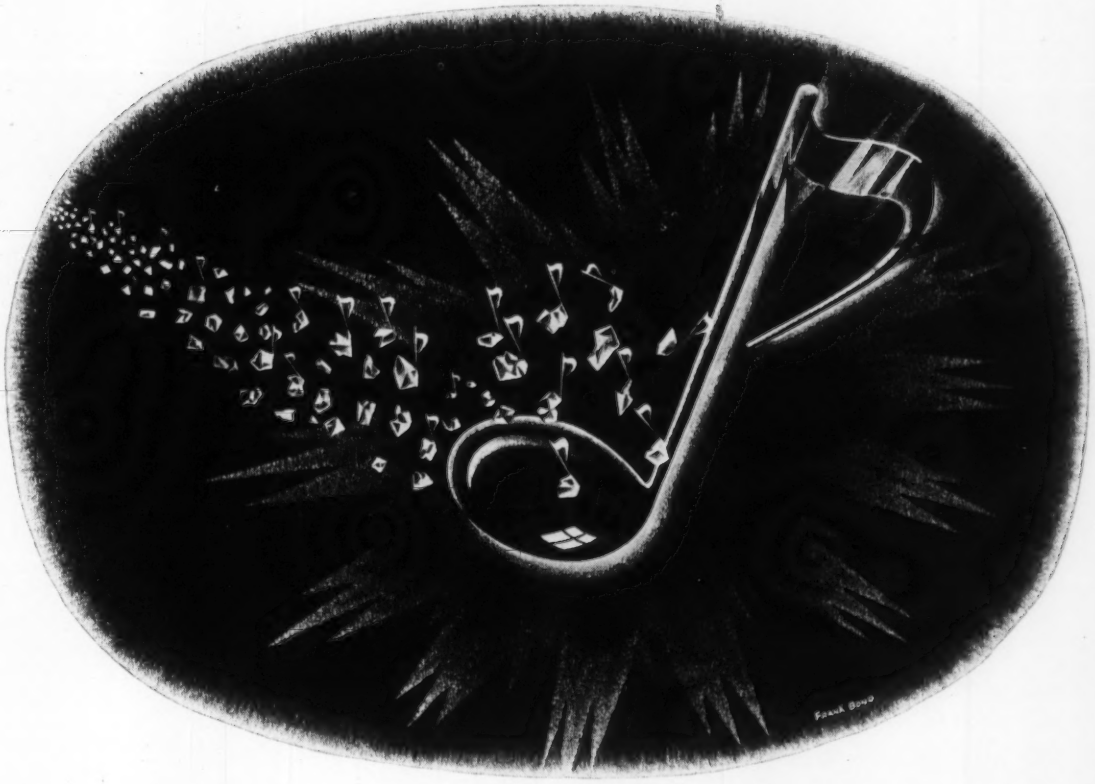
Mr. Straus envisions radio as a public servant in which the local station must play a more intimate part in the life of the community than the national network. In this concept, he has already expanded in the field of news, entertainment and information. One of the most striking developments in this connection is the daily five-minute feature program from Chungking, China, interpreting life on the other side of the world in terms of New York City.

Mr. Straus believes that community initiative should furnish the objectives of public welfare and that radio stations should provide the techniques for their acceptance. With this double-barrelled approach to social problems, radio can offer effective aid in public welfare activities such as health, discussion, juvenile delinquency, race relations and other fields.

As a matter of fact, under the Straus aegis, WMCA is now engaged in several projects in cooperation with such representative organizations as the Welfare Council of New York and the Citizen's Committee on Harlem. These projects call for education through entertainment and employ outstanding talent. This emphasis on public service is a matter of good business, Mr. Straus believes.

Mr. Straus is no stranger to public service. Few men have come to the industry with so distinguished a record in public life as he brings to the New York local field. Internationally known for his activity in behalf of slum clearance and adequate housing, he is the former Administrator of the United States Housing Authority. He is also author of

(*Continued on page 42*)



When
THE MIRACLE OF FM
came to Milwaukee

Milwaukeeans were amazed, then pleased when they first heard the full, rich tones of WMFM, The Milwaukee Journal FM Station. Here was warmth and depth and quality that AM radio had never given them.

That was in April of 1940 when WMFM took to the air as the first Frequency Modulation Station west of the Alleghenies.

The novelty has since passed, but the enjoyment of static-free, crystal-clear FM reception remains. Today, WMFM is a steady visitor in thousands of Wisconsin homes.

The eager reception of WMFM received in Wisconsin is partly due to the superior qualities of FM. Another important factor has been the skillful programming that has been part and parcel of WMFM since its inception.

An abundance of "live" programs, and a wealth of music from Radio City's large and versatile staff of outstanding musicians, singers and soloists are two of the features that have given WMFM a *distinctive* schedule appealing to Wisconsin folks.

Today, from its ultra-modern studios in Milwaukee's Radio City, WMFM is serving today and building for tomorrow.

THE MILWAUKEE JOURNAL FM STATION

Member—The American Network

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Our Respects to

(*Continued from page 40*)

a new book, *The Seven Myths of Housing*, published Jan. 17 by Alfred A. Knopf. Regarded as the most authoritative treatment on national housing in this country, the book is the result of two years of research and is evidence of the thoroughness with which he approaches any subject.

Son of the famous philanthropist of the same name, Nathan Straus was born in New York City, May 27, 1889. He studied at Princeton and Heidelberg Universities and likes to recall that he earned his first money, a cash prize of $15, in a competition at Princeton for an essay entitled "The Commission Form of City Government."

That essay was significant of his early interest in public service and he studied assiduously to prepare himself for a career in public life. After a year abroad in 1908, he returned to the United States finally obtaining a special diploma, cum laude, from Princeton in 1909. On April 25, 1915, he married Helen E. Sachs of New York City.

Beginning his business career as a reporter for the *New York Globe*, he entered the publishing field in 1914, purchasing the magazine *Puck*. He was editor and publisher of *Puck* until America's entry into the first World War in 1917. At that time he enlisted in the Navy as an ensign serving until December 1918 when he was honorably discharged. In the year succeeding he was assistant editor of the *New York Globe*.

By training and background a public servant, Mr. Straus was tendered the Democratic nomination for the New York State Senate after the armistice of World War I to represent the 15th Senatorial District where he had lived since childhood. That was the year of the Harding landslide in 1920 and though the district was normally Republican, Mr. Straus was elected by a comfortable majority. He was reelected easily in 1922 and again in 1924.

With a record of progressive legislation, Straus served New York as a Senator at Albany for six years. He authored a group of bills which established the basis of the New York State Park System and was active in legislation concerning pure milk, motor vehicle accident compensation and regulations to protect investors. However, he is best known for his constructive reforms in the field of public housing and is the sponsor of the so-called "Straus Law" which prevents housing discrimination against families with children. Highly commended by the Citizens Union, the New York State Association said of his tenure at Albany that he had "the best record of public service" of any member of the Legislature.

Returning to private business in 1927, he became president of Nathan Straus-Duparquet, at the same time organizing the "Park Assn. of New York" to promote the extension of the city park system. In 1933, he organized the Hillside Housing Corp., the largest low-rent housing project in the country. Deeply concerned with the welfare of the underprivileged, he continued his efforts in behalf of adequate public housing as a solution to slum problems.

In 1935 he was appointed by Mayor LaGuardia to make a survey of public housing in Europe. On his return he was appointed a member of the New York City Housing Authority. In the succeeding years, he led the movement which finally resulted in the passage of the United States Housing Act in 1937. Subsequently, President Roosevelt appointed him Administrator of the United States Housing Authority in which capacity he served until February 1942.

In radio, Straus sees an extension of his opportunities for public service. In his own words: "If WMCA can help to promote the development of an informed public opinion concerning the great problems and issues of these troubled times, I shall feel that my association with it has not been without profit."

Favorite pastimes of Mr. Straus are photography, trout breeding and horticulture and his Westchester summer home provides a good setting for these pursuits. Clubs are Manhattan Club, National Democratic Club, Century Country Club and Advertising Club of Washington. Mrs. Straus is educational director of WMCA. They have four boys, all in the armed services.

Personal NOTES

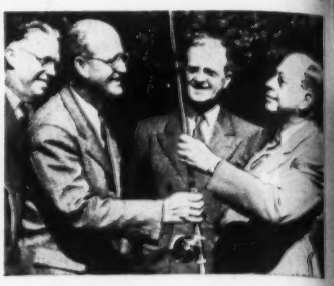
CHARLES P. HAMMOND, director of advertising and promotion manager of NBC, left New York Feb. 14, for Los Angeles, where they will participate in the West Coast showing of NBC's "Parade of Stars" exhibit at the Hotel Ambassador, L. A., Feb. 21.

KEITH KIGGINS, vice-president in charge of the stations department of the Blue, returned to New York last week after a five-week business tour covering the Eastern and Southern area.

J. ALLEN BROWN, general manager of WFOY St. Augustine, Fla., is the father of a boy.

BRAD H. SMITH, formerly news editor of KROV Weslaco, Tex., has been named assistant manager of the station.

HENRY GERSTENKORN, assistant sales manager of Don Lee Broadcasting System, currently contacting New York agency executives on spring advertising campaigns, returns to Hollywood in early March.



REEL WELCOME was accorded Keith Kiggins, Blue vice-president, by Mayor George S. Patterson (right) of St. Petersburg, Fla., who presented him with a fishing rod during his visit to the city and WSUN, Blue affiliate on the Florida West Coast. Watching the ceremony are Norman Brown, WSUN manager; and Vice-Mayor of St. Petersburg, E. L. Cole.

GILBERT CHASE, supervisor of music for NBC's *Inter-American University of the Air*, has accepted membership on the State Department's advisory committee for music. Before joining NBC in 1935, Mr. Chase was specialist in Latin American music in the Library of Congress.

GEORGE HELLER, national associate secretary and treasurer of American Federation of Radio Artists, is the father of a girl.

LOUIS F. KROECK, general manager of KTMS Santa Barbara, Cal., is conferring with Blue Network and advertising agency executives in Chicago and New York.

THOMAS W. GAVIN, formerly commercial manager of WEBC Duluth, Minn., has joined KWKW Pasadena, Cal., as account executive.

EARL BRADLEY, released from the Navy and formerly a sales representative for the Addressograph - Multigraph Corp., has joined the merchandising department of WLW Cincinnati.

PAUL GIRARD, station relations manager of Press Assn. Inc., radio subsidiary of the Associated Press, has been inducted into the Army.

ASHLEY ROBINSON, treasurer of WORL Boston, is recovering at the Cambridge City hospital following an auto accident in which he suffered a concussion of the brain.

B. K. WICKSTRUM was named last week as Pacific Coast sales manager for lighting products of the Sylvania Electric Products Inc. Announced as Mr. Wickstrum's assistants are C. W. Dickinson, manager of the Northwest division with headquarters in Seattle, and G. W. Field, manager of the California division. Mr. Wickstrum for the past four years has been advertising manager of the lighting section.

PHILIP F. FRANK, formerly director of public relations for Associated Transport, Inc., New York, has joined the sales promotion staff of the Blue network. Mr. Frank has also been in advertising and sales promotion work with RCA, NBC, F. W. Prelle Co., Hartford, Conn., and DeForest Radio Co., New York.

ROBERT POST, formerly with Curtis Publishing Co. and the *Pittsburgh Bulletin Index*, has been named salesman-in-charge of the Blue network's sales office in Pittsburgh, covering western Pennsylvania, Ohio and West Virginia. A permanent office location has not been selected.

G. JOSEPH PORTER, in the advertising department of the *New York Daily News*, has joined the sales department of WOR New York, as account executive. He replaces Robert A. White, who moves to WOR's western office in Chicago.

ONE COMPLEMENTS THE OTHER...

TWO great markets listen to WOV. Two great markets, in their respective listening hours, combine to give WOV a constant, balanced audience . . . night and day • WOV's daytime domination of the vast metropolitan New York Italian-speaking audience extends to 58% of the 520,000 Italian radio homes and is never less than 23% during any particular hour • In the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other other New York independent station . . . and at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.

WOV
New York
THE KEY TO TWO MARKETS

BEHIND the MIKE

RUSSELL W. (Bud) RICHMOND has returned to Cleveland as newscaster on the *Richmond News Program* heard daily on WHK and sponsored by the Richmond Bros. Co. He also announces for the *Cleveland Orchestra* program for WHK and Mutual, heard Sunday evenings.

BUD FARNUM, honorably discharged from the Army, has joined KWKW Pasadena, Cal., as announcer.

FLYING OFFICER HARRY SAVAGE, formerly of Harry E. Foster Agency Ltd., Toronto, now in the Royal Canadian Air Force, has gone overseas to join the radio liaison section of the RCAF Overseas.

FLYING OFFICER B. YUFFEY, of CKLW Windsor-Detroit, is now stationed with the radio liaison section of the Royal Canadian Air Force Overseas.

WALTER JAY ROY, former script writer of WPRO Providence, R. I., has joined the newsroom staff of WCAU Philadelphia.

EDDY BROWN, violinist, and former musical director of WQXR New York, on March 1 becomes musical director of WLIB Brooklyn, where he will conduct the WLIB String Ensemble as well as supervise the selection of recorded music for station programs.

JUDY DUPUY has resigned as radio editor of *PM*, New York's "no advertising" newspaper, to take a special assignment in the General Electric Co. television department in Schenectady. Miss Dupuy will survey the company's television operations over the past four years, interviewing program and technical personnel and perusing records in an attempt to reduce to writing an accurate summation of what the company has learned about sight-and-sound broadcasting.

RUSSELL RYAN, formerly of WSYR Syracuse and WGN Chicago and founder of the music magazine *Downbeat*, is now an announcer with WHK-WCLE Cleveland.

VAL SHERMAN, WBBM Chicago announcer, becomes supervisor of announcers Feb. 28, replacing Bob Cunningham who is joining the Navy.

KEN NORDINE will transfer from WBBM-FM Chicago to the announcing staff of WBBM on Feb. 27. He was formerly with WJNO West Palm Beach. Peter Lucas replaces him as announcer at WBBM-FM.

CHESTER HERMAN, production manager and supervisor of announcers of WLW-WSAI Cincinnati, has been appointed assistant program director.

CHUCK SIMPSON, sports announcer of WCSC Charleston, S. C., has been inducted into the Army.

WALTER MURPHY, veteran newscaster, has joined the announcing staff of WINN Louisville.

FAYVELLE SCHULMAN, formerly with the publicity staff of WMCA New York and more recently publicity manager of *PM*, is to marry Maurice (Mike) Mermey of Baldwin & Mermey, New York public relations firm, Feb. 25.

FL. LT. A. A. McDERMOTT and Maj. Dick Diespecker, radio liaison officers of the Royal Canadian Air Force and Canadian Army respectively, have returned from Great Britain.

COMMENTATOR'S COMMENTS held sponsors' attention when Robert St. John, NBC commentator, explained a point at a luncheon given in his honor after starting the five-weekly *News of the World* series on NBC under sponsorship of Miles Labs., Elkhart, Ind. Participating were (l to r), Harry Kopf, vice-president in charge of NBC's central division; Herbert S. Thompson, advertising manager, Miles Labs.; Mr. St. John; Ned Miles, Chicago sales manager of Miles; J. D. Galbraith, NBC salesman handling the account; Paul McCluer, NBC central division sales manager; Walter Wade, head of Wade Adv. Agency, Chicago. Contract is for 60 weeks. The Miles Broadcasts originate in Chicago.

ANNE V. KELLEHER, assistant program director of WLAW Lawrence, Mass., has resigned to take a position with the OWI in Boston. Irene Morgan, former continuity director, has resigned to join the Harold Cabot agency, Boston. She is succeeded by Ada Bray, former assistant writer. Miss Bray is replaced by Polly Howe of Andover, Mass. Roland J. Du Bois, graduate of the WEEI Boston announcers school, has joined the WLAW announcing staff.

ELWOOD HOFFMAN, CBS staff writer, has been named associate script editor and will work with John Coburn Turner, script editor, in the CBS program writing division. They will operate as an editorial team reporting to Robert J. Landry, CBS director of program writing. Before joining CBS, Mr. Hoffman was with the Domestic Radio Bureau of the OWI.

NEAL HOPKINS of NBC's script division, has resigned to do freelance writing. He now serves as instructor in radio production at Columbia U., succeeding Erik Barnouw, who is doing special work in the War Department.

GEORGE PUTNAM, newscaster of WEAF New York, has been accepted for Army service and is expected to report for duty in a few weeks. No replacement has been named for his two daily quarter-hour news spots at 6 and 11 p.m.

WINIFRED LAW, CBS casting director, has received a leave of absence from the network.

C. M. WARD, Jr., has been named continuity editor of WWNC Asheville, N. C., replacing Catherine Rutherford, resigned.

JACK O'CONNOR, announcer of WRBL Columbus, Ga., has been named civilian WAVE recruiter for the Columbus area by Adm. William H. Allen, Naval Procurement, Atlanta.

GORDON (Jack) FRASER, Blue Network war correspondent assigned to Allied Force Headquarters in North Africa, is the father of a girl.

JOE DeNICOLA, formerly on the staff of WHN New York, has joined the announcing staff of WGNY Newburgh, N. Y.

ROBERT HELLER, recently released from the Army, has joined the CBS program department as a producer. Before joining the Army, Mr. Heller was a film production consultant for the War Department. Prior to that he was director of radio division for the United Nations Information Office.

JULIE BRAVERMAN, new to radio, has joined the public relations department of WAAT Jersey City.

DOROTHY GODWIN, known to St. Louis listeners as Carol Gay, is now with the Radio & Market News Section of the Office of Distribution, War Food Administration. Miss Godwin did women's programs, special events and features with KMOX and KWK St. Louis. Shortly before going to the War Food Administration she was at WTOP Washington, working with Elinor Lee. Mrs. Lucile Cohan, whom Miss Godwin replaces, joined the WAC Jan. 12. She is now in training at Ft. Oglethorpe, Ga. Before her Government position, Mrs. Cohan handled the Nancy Dixon shopping program, as well as many of the Jean Abbey broadcasts, both on WTOP.

FRED FLETCHER, WRAL Raleigh, N. C., was presented with the annual civic key award as the "Man of the Year", at the yearly dinner of the Junior Chamber of Commerce, of Raleigh, Jan. 28.

JACK O'BRINE, formerly of *Popular Science Monthly* and previously staff writer, foreign correspondent and assistant war editor of the *New York Herald Tribune*, has joined the department of information of RCA.

TOM CAFFERTY has rejoined the announcing staff of WGN Chicago, after a medical discharge from the Army.

RALPH W. HARDY, formerly in charge of war programs and activities at KSL Salt Lake City, has been named station program manager. He replaces Glenn Shaw, recently appointed general manager of KLX Oakland, Cal.

In Charleston, W. Va.— WCHS has more listeners than all other stations combined. Ask Crossley, he knows!

WCHS
Charleston, W. Va.
5000 on 580 • CBS

PLANTS . . . PAY
ROLLS . . . PEOPLE
Savannah ranks third among all major markets in percent of retail sales increase during past year.
NBC
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

Here's . . . YOUR BALTIMORE MARKET

. . . and she listens to WFBR every afternoon!

So do many thousands of other busy Baltimore women while they work at home. They like to listen to the "Tune Shop"—WFBR's great afternoon show that is gaining more and more listeners every day!

Recent surveys illustrate this clearly. *There is over a 50% increase in WFBR's afternoon listening audience!*

The "Tune Shop" is another example of how WFBR is developing a solid hour-by-hour audience all day and night. The "Tune Shop" is designed to meet and beat tough daytime competition . . . and it's doing the job!

Progressive programming is another reason why WFBR is your station in America's sixth largest city . . . with a signal that is *strong* enough and *clear* enough to give you concentrated coverage in an area of well over a million people!

RADIO STATION **WFBR** BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

BOB REDEEN is a new member of the announcing staff of KDYL Salt Lake City. He was formerly on the announcing staff of KMBC Kansas City and news editor of KYSM Mankato, Minn.

GRACE GUARNERA, of NBC Hollywood program traffic department, has entered the WAVES.

GEORGE IRWIN, newscaster-writer for the commentary sponsored by Seaboard Finance Co. on Blue Pacific, has been inducted into the Navy and is awaiting call.

VAL SHERMAN, WBBM Chicago, announcer, becomes supervisor of WBBM announcers when Bob Cunningham reports to the Navy Feb. 28.

JOHN KELLY, publicity director of KYW Philadelphia, goes into the Navy Feb. 21.

ARTHUR SCANLON, formerly of WHOM New York, joined the announcing staff of WIBG Philadelphia.

KEN NORDINE, WBBM-FM Chicago announcer and previously with WJNO W. Palm Beach, Fla., joins the WBBM announcing staff Feb. 27. Peter Lucas, who formerly freelanced in Detroit, replaces Nordine.

WEEI Grads Placed

FIVE graduates from the WEEI Boston School for Announcers have accepted jobs with New England stations. They are: John MacDonald at WSPR Springfield, Mass.; George Hayward, WHYN Holyoke, Mass.; Robert Klaman, WCSH Portland, Me.; Roland DuBois, WLAW Lawrence, Mass.; Fred Grebe, WHAI Greenfield, Mass. Another WEEI school graduate, Clinton Sherwood, has joined WFBL Syracuse, N. Y., the first one to be placed outside of New England.

WILLIAM DAWES, announcer of WCKY Cincinnati, is the father of a girl.

ARTHUR BARRY is the latest addition to the announcing staff at WCKY Cincinnati. He formerly was with WCOL Columbus, O.

FRED DAVIS, former announcer of WAPO Chattanooga, has joined the announcing staff of WTAG Worcester, Mass.

HAL TUNIS, former program director of WCOP Boston, has joined the announcing staff of WAAT Newark. Julie Braverman, new to radio, has been added to the WAAT public relations staff.

LES MITCHELL, formerly assistant program and production manager of CBS Chicago, has moved to Hollywood and taken over production of NBC *Dreft Star Playhouse*. He succeeds Paul Pierce who is being inducted into the Army.

DOUG McMULLEN, program producer of WRGB Schenectady, GE television station, is the father of a boy.

BILL HARRIS, of the WHAI Greenfield, Mass., continuity dept., and Marcia Harris, WHAI receptionist and secretary, were married on Feb. 19.

CHARLES RAHA has joined the announcing staff of WMRN Marion, O.

MYRON WALLACE, announcer on NBC's *Voice of the Dairy Farmer*, commissioned ensign in the U. S. Naval Reserve, reported at the U. of Arizona Feb. 15. He is succeeded on *Voice of the Dairy Farmer* by Bob Murphy.

Weltmer Promoted

FRANK B. WELTMER, program director of KTMS Santa Barbara, Cal., is now assistant station manager, according to Louis F. Kroeck, general manager. Joining KTMS a year ago as chief anouncer, Mr. Weltmer was named program director four months later. Prior to that he had been announcer and continuity editor of KOY Phoenix. Barbara McCaffrey has joined KTMS as continuity writer, replacing Louise Lodwick, resigned.

ERNEST THEISS, formerly with NBC guest relations, has been placed in charge of the newly-organized guest relations division of the Blue's office management department, assisted by Frank Freeman, also formerly of NBC guest relations, and by Robert Daggett. Division will superintend the printing and distribution of broadcast tickets and all matters pertaining to the operation of the Blue Ritz Theatre in New York.

GUS RICKERT, former announcer on WWRL New York, has joined the announcing staff of WBYN Brooklyn. Before joining WWRL, Mr. Rickert worked with the Department of Correction at Sing Sing for three years.

RALPH P. CAMPBELL, formerly account executive with Maxon Inc., New York, has been appointed administrative assistant to C. L. Menser, NBC vice-president in charge of programs. Before joining Maxon Agency, Mr. Campbell was radio producer-director for J. Walter Thompson Co., New York.

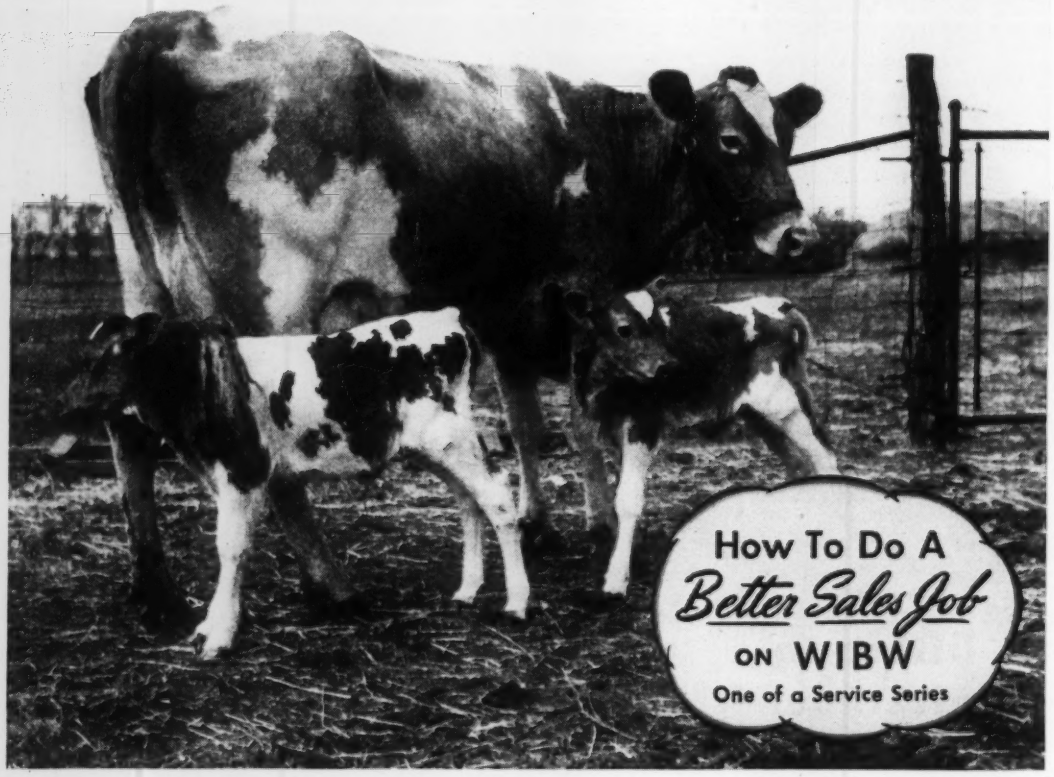
DAVID SHAW, formerly on the radio commercial-writing staff of Benton & Bowles, New York, and Jack Grogan, formerly on the announcing staff of WHOM New York, have been added to the production staff of WNEW New York.

GERALD BARTLETT, formerly on the announcing staff of WSPR Springfield, Mass., has joined the CBS shortwave production staff.

GEORGE ROOSEN, script writer of WABC New York, enters the Army Feb. 26.

Cpl. Joseph McMichael

CPL. JOSEPH McMICHAEL, 28, of the Army Air Forces and former member of The Merry Macs, radio vocal group, died at Santa Ana Army Air Base hospital Feb. 12 when a kidney ailment developed after administration of sulfa drug. Surviving is his wife, Inez James, Hollywood song writer.



PLUS PRODUCTION CAN BE PLANNED! That goes for radio, too! We took a tip from our huge farm audience on this. They build their breeding stock from their highest producers. We use the same method to get *extra results* for you.

Long experience has taught us which announcing voice, personality, pacing and inflection gets maximum results. Because we know exactly how the listening habits and program preferences of our six-state audience vary at different hours, we are able to keep WIBW's sales appeal at peak efficiency.

Whether you use spot announcements or programs, your sales message is *Planned For Plus Production* . . . planned to help you get above-average results that will make you a firm friend of WIBW.

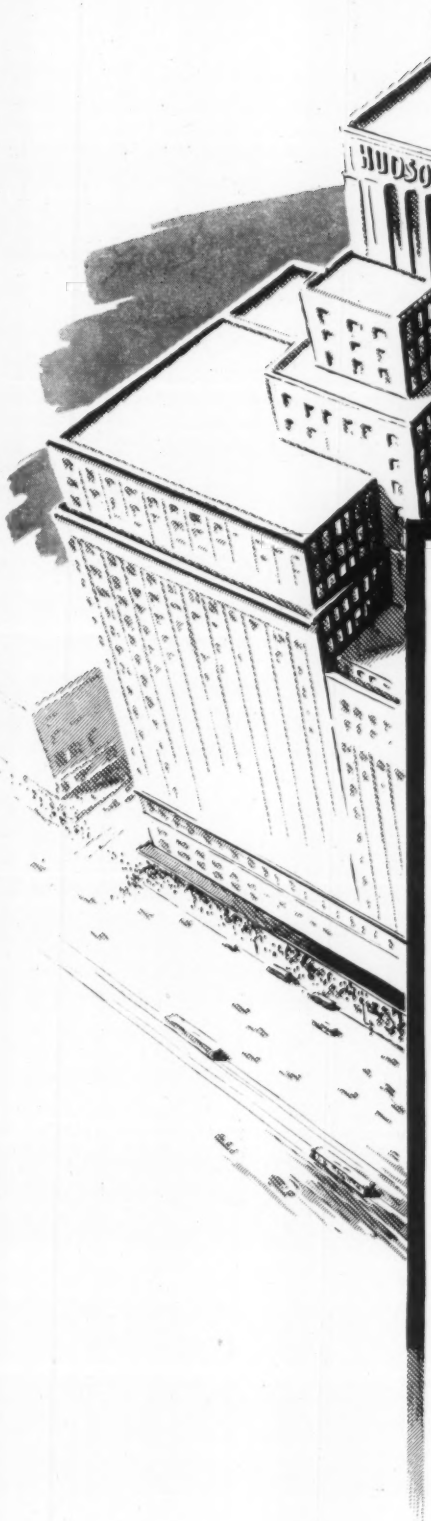
WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa



Salute to a Sponsor

WWJ salutes a distinguished client, THE J. L. HUDSON COMPANY, sponsor of THE MINUTE PARADE, now in its 11th year.

THE MINUTE PARADE went on the air on February 1, 1934, with an hour's program daily, Monday through Saturday, featuring fine music, time signals and store news by Barbara Brooks.

In peace and in wartime THE MINUTE PARADE has won an enviable place for itself in the community life of THE ARSENAL OF DEMOCRACY. Now, with over 3,100 hours on the air, it is believed to be the oldest continuous department store broadcast in the nation.

America's pioneer broadcasting station is proud to salute one of the world's leading mercantile institutions for a notable contribution to free radio and to the American way of life.

WWJ

America's Pioneer Broadcasting Station—First in Detroit

Owned and Operated by The Detroit News

National Representatives

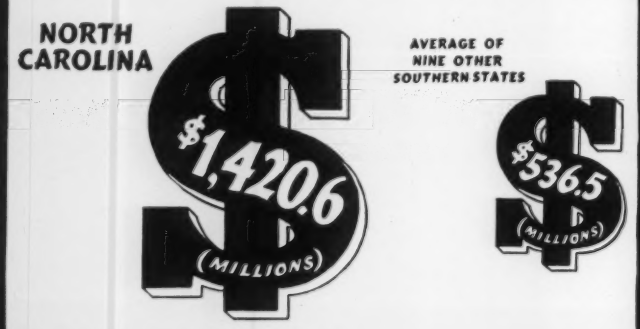
THE GEORGE P. HOLLINGBERY COMPANY

NBC Basic Network

Associate FM Station WENA

NORTH CAROLINA is the SOUTH'S No.1 INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939



WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES

Mutual to Discuss Daytime Programs

Program and Sales Committee To Meet in New York

SECOND meeting of Mutual's program, sales and merchandising, and stations' service committees, will be held at the Waldorf-Astoria Hotel in New York March 20-22, with Miller McClintock, MBS head, presiding. Committees are composed of staff members of Mutual affiliates, representing various areas in which MBS stations are located. Organized last fall, the committees met for the first time in October to discuss daytime programs and other phases of network operation.

The following station men have been called to the program meeting March 20 by Mr. McClintock: John Tinnea, KWK St. Louis; I. J. Keichner, WIBC Indianapolis; Paul Fry, KBON Omaha; Ken Church, WKRC Cincinnati; Eugene Cagle, KFJZ Fort Worth; C. L. Harris, WGRC Louisville; James E. Gordon, WNOE New Orleans; James A. Davenport, WATL Atlanta; A. E. Leary, CKCL Toronto and Antonio Rojas, KEOY Mexico City (Radio Mil). Program committee members also called to the sales and merchandising committee meeting, March 21 include: Robert Convey, KWK St. Louis; William B. Dolph, WOL Washington; Don Davis, WHB Kansas City; Charles Jordan, WRR Dallas; Fred Fletcher, WRAL Raleigh, N. C.; Robert R. Feagin, WPDQ Jacksonville, Fla.; A. Glasmann, KLO Ogden; and George C. Hatch, KSL Salt Lake City.

Expected at the station service committee meeting March 22 are Ted Grizzard, WLAP Lexington, Ky. and Felix Hinkle, who are also on the program committee; Garland Powell, WRUF Gainesville, Fla.; and John Boler, North Central Broadcasting System, St. Paul, who serve on all three meetings.

Retailers Spots

BLAUNER'S, Philadelphia department store, has joined the city's list of radio users. Starting Feb. 14, two weekly participations are used on Ruth Welles' women's program on KYW, placed for 13 weeks by the Stewart-Jordan Co., Philadelphia agency. Harvey McCall Jr., of the KYW sales staff, handles the account for the station. Several years ago Blauner's, specializing in women's apparel, purchased WHAT Philadelphia, later selling the station to the *Philadelphia Record*. At present, KYW broadcasts a daily serial program for N. Snellenburg & Sons, department store, and spot announcements are used frequently on the station by Strawbridge & Clothier, department store.

SERVICE men convalescing at Will Rogers Base Hospital, Oklahoma City, may now learn foreign languages with the aid of a series of transcriptions prepared by WKY Oklahoma City.

TURNING PLOWSHARES into weapons for victory, two technicians of KMJ Fresno have planted a hardy 75-acre crop of barley at the station's transmitter ground at Kerman, Cal. Purpose of this experiment in dry farming was to turn more rich fields of the San Joaquin Valley into food for freedom. In the shadow of KMJ's 660-foot tower are farmers Bill Wallace (l), chief engineer, and Bill Kaiser, technician.

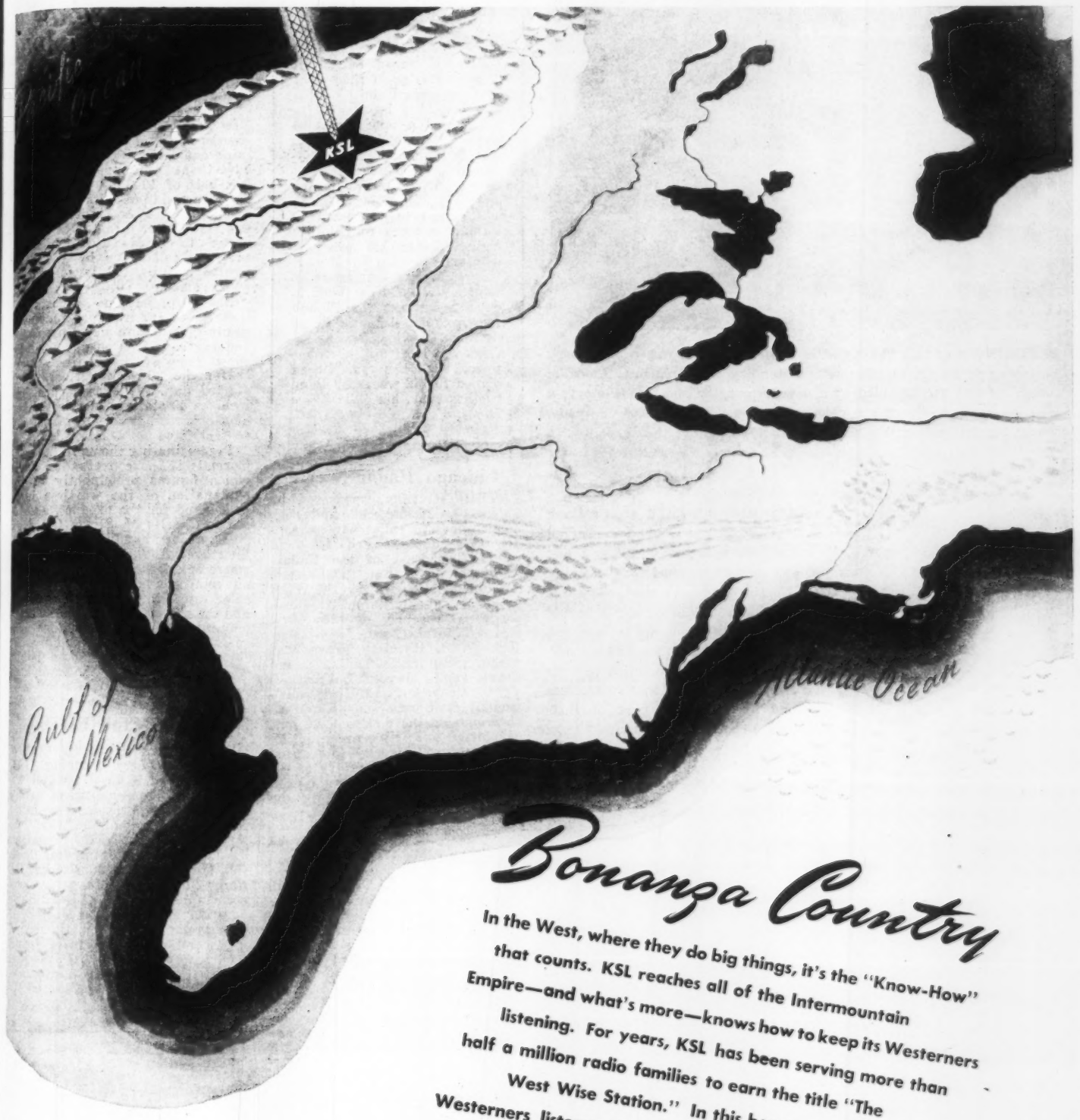
Radio Amateur Book Issued by Relay League

RADIO AMATEUR'S Handbook (21st edition, 1944) has just been published by the headquarters staff of the American Relay League. The standard manual of amateur radio has been revised and restyled in view of wartime requirements, as a radio training text for class or home study. Price is $1.00 in continental U. S. A.; $1.50 elsewhere.

This edition differs from previous editions mainly in the expansion of the "theory" section—the chapters on fundamental principles and design. The Handbook is serving in several branches of both military and civilian radio training.

Red Cross Drive

AROUND-THE-CLOCK promotion of the 1944 War Fund of the American Red Cross on networks and stations will be staged Feb. 29. Last week the Red Cross 1944 War Fund of Greater New York, launched a "pre-campaign" radio drive to enlist canvassers.



Bonanza Country

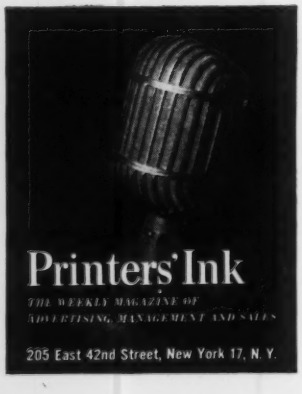
In the West, where they do big things, it's the "Know-How" that counts. KSL reaches all of the Intermountain Empire—and what's more—knows how to keep its Westerners listening. For years, KSL has been serving more than half a million radio families to earn the title "The West Wise Station." In this bonanza market, these Westerners listen and respond. They have the will and the cash to buy. That's why advertisers find that one station—the "West Wise" station — is the efficient way to sell the Intermountain Empire . . . Ask Petry.

585,026 RADIO FAMILIES LISTEN REGULARLY TO KSL Salt Lake City

PLUGGING a certain "happy little wash-day song" was a brand new business venture for radio's most outstanding entrepreneurs "Amos 'n' Andy." It was accompanied by a new format, the short show-story; a new network, NBC; and a new sponsor, Lever Brothers Company, whose big interest in this show is not the song but the soap it sells.

ALL RINSO-WHITE are Freeman F. Gosden and Charles J. Correll for this studio photograph and they are doing a good job keeping America's "wash" that way, too. Lever Brothers, whose Printers' Ink subscriptions are older than P. I.'s circulation files, find the new show an excellent addition to their already big list of radio successes and an important part of their over-all advertising picture.

CHANCES ARE, if he ever "rescovered" it, Mr. Andrew H. Brown would, like the important people at Lever Brothers, be a Printers' Ink subscriber, too. Mr. Brown and Mr. Jones, "Fresh Air's 'Ad Manager and Driver'," would want to know about the latest designs in door signs, scheduling practices for radio spots, promotional techniques for network programs and all the facts about competitive and contemporary advertising, from appropriations to appeals.



This is the editorial substance of Printers' Ink. This is the reason for its heavy circulation* among the people who build, approve and spend the nation's advertising budgets. It is one of the important reasons why media men with a story to tell advertisers, continue to **buy P. I. . . . first!**

**Complete analysis on request. Printers' Ink has twelve subscribers among the policy making people at Lever Brothers Company and 25 subscriptions in their agency, Ruthrauff & Ryan.*

Back Home

TWELVE years ago Jack Stevens started in radio as a time salesman on WDRC Hartford, but he wanted to get behind a microphone so he joined WMAS Springfield, Mass., as announcer. He subsequently did news and sports on WORC Worcester and WTIC Hartford, then he was signed to do sports on Yankee network for Phillies cigars. Later his program was expanded to 78 Mutual stations. After four years he joined WNEW New York to do a sportscast for Plough Inc. over an Atlantic Coast network. Not long ago he returned to Hartford, his home town. He has just been signed for 52 weeks by Bond Clothes to do his daily *News Digest of the Air*—on WDRC.

Chicago Radar Week

PATRIOTIC rally, sponsored by Chicago radar and radio industry, in an effort to enlist new personnel, was climaxed Feb. 11 by a special broadcast of the Radar-Radio Roundup from the Chicago stadium. Participating in the WGN broadcast were: Ralph A. Bard, assistant secretary of the Navy, Rear Admiral C. A. Jones, Maj. Gen. W. H. Harrison, director of procurement and supply, Signal Corps, and Mayor Edward J. Kelly. Charles M. Hofman, Belmont Radio Corp., Chicago, and co-chairman of the emergency radar committee said: "We are counting on women of this city to respond to the appeals of Secretary of the Navy Knox, Undersecretary of War Patterson, Mayor Kelly and the companies in our industry.

Gets WMC Post

EDWARD T. INGLE, formerly in radio and newspaper work, has been appointed Director of Information for the War Manpower Commission, succeeding Philip S. Broughton who resigned to join Young & Rubicam, New York [BROADCASTING, Feb. 14]. Mr. Ingle was associated with NBC from 1931 to 1935 in the program department and artists service and was previously employed on the *Cleveland Plain Dealer*, *Washington Star* and other newspapers. He recently returned from England where he was director of field operations for the Clubmobile Division of the American Red Cross.

W-E Acquires Plant

WESTERN ELECTRIC Co. has leased Area 2 of the Eau Claire (Wis.) Ordnance Plant, formerly in arms production, to expand its war production and to augment its Hawthorne Works in Chicago. Following some alterations capacity manufacture will be attained as rapidly as equipment can be procured and personnel trained, officials said. W-E's main plants are in Chicago, Kearney, N. J., and Baltimore, with several distributing house shops throughout the country.

PARK & TILFORD TO RESUME RADIO

SALES boosted by wartime conditions favoring the dyeing of clothes and other fabric products in the home have caused Park & Tilford, New York, to enter into a six-months radio, newspaper and magazine campaign which exceeds the advertising appropriation for the last half of 1943 by 125%. Radio has returned to take its place in the schedule, for P & T's Tintex dyes and tints, after a hiatus of several years, to secure the additional coverage called for by the sales figures and by the large market which exists.

Radio promotion consists of transcribed and live spot announcements, five-minute news programs and participations on quarter-hour shows from five to six times weekly for the 26-week period, which started Jan. 31. Present schedule includes 40 stations in selected key markets, with extension of the list contemplated at a later date.

Predominating theme in the commercials is the conversation angle which figures prominently in the explanation of the wartime jump in demand for the product, according to Charles M. Storm Co., New York, agency handling the account. Shortage of fabrics, the narrow range of colors in available fabrics as compared to the unrestricted color range in dyes for homes use, and the present-day appeal of economy are among the factors contributing to create a good market for the product, and these points are brought out in the campaign material.

Radio Club Elects

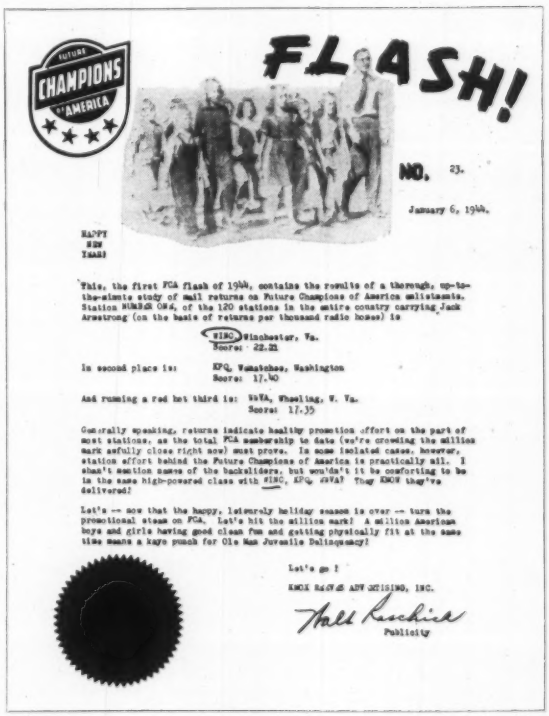
OFFICERS of the Radio Club of America to serve during 1944 have been announced as follows: F. L. Klingenschmitt of Amy, Aceves & King, president; O. James Morelock, Weston Electrical Instrument Corp., vice - president; J. J. Stantley, Continental Sales Co., treasurer; M. B. Sleeper, *FM Radio-Electronics Magazine*, corresponding secretary; J. H. Bose, engineer affiliated with Maj. E. H. Armstrong at Columbia U., recording secretary. Prospects of future technical papers to be presented before the club, which was founded in 1909, are good, according to Mr. Klingenschmitt.

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

AND LO!

—WINC

LED ALL THE REST!


FLASH!

FUTURE CHAMPIONS OF AMERICA

NO. 23.

January 6, 1944.

HAPPY NEW YEAR!

This, the first FCA flash of 1944, contains the results of a thorough, up-to-the-minute study of mail returns on Future Champions of America enlistments. Station WINC, one of the 120 stations in the entire country carrying Jack Armstrong (on the basis of returns per thousand radio homes) is

WINC Winchester, Va.
Score: 22.21

In second place is: KPQ, Wenatchee, Washington
Score: 17.40

And running a red hot third is: WWVA, Wheeling, W. Va.
Score: 17.35

Generally speaking, returns indicate healthy promotion effort on the part of most stations, as the total FCA membership to date (we're crowding the million mark awfully close right now) must prove. In some isolated cases, however, station effort behind the Future Champions of America is practically nil. I shan't mention names of the backsliders, but wouldn't it be comforting to be in the same high-powered class with WINC, KPQ, WWVA? They KNOW they've delivered!

Let's -- now that the happy, leisurely holiday season is over -- turn the promotional steam on FCA. Let's hit the million mark! A million American boys and girls having good clean fun and getting physically fit at the same time means a knee punch for Ole Man Juvenile Delinquency!

Let's go!

WINCHESTER BROADCASTING CORP., INC.

Publicity

From historic Winchester—General Sheridan started his famous ride—DELIVERING a victory to the union army. TODAY—WINC carrys on the tradition of victory—DELIVERING NUMBER ONE RESULTS to advertisers!

WINC is first with farmers in the Shenandoah valley.

WINC is first with defense workers in this area.

WE'LL SHARE THIS POPULARITY WITH YOUR PRODUCT

1400 kc
250 Watts

WINC

BLUE NETWORK

WINCHESTER, VIRGINIA

Merchandising & Promotion

WBS 'Fresh Paint'—Drug Relations—World War II Data Folder—WAAT Campaign—KDKA Map

AN OVERSIZE thumbprint, and a "Fresh Paint" sign on the cover set the keynote to Mutual's latest promotion piece which appears in the form of a chartreuse-gray-black-and white 8 x 11-inch brochure. "Most people prefer to find out for themselves," the copy starts out, drawing a parallel between those who poke a thumb at a fresh paint sign, and Mutual advertisers who have investigated the advantages of network radio. In the pages that follow are program presentations, with thumb-prints denoting the increase in number of stations for each sponsor. A memorial tribute to the late Raymond Clapper is to be inserted next to the page highlighting his General Cigar program.

KYW Paper

A HOUSE ORGAN, *Air-Ads*, is being released monthly by the sales promotion department of KYW Philadelphia. The promotion piece is in the form of a four-page trade paper, including information and features of particular interest to retailers and tradesmen in the KYW area. Paper is edited by Eliot Jeffords, assistant to Eleanore Ulmer, KYW sales promotion manager.

Drug Relations

BELIEVED to be a new way of dramatizing the cooperation between radio merchandising and retailers, the Gallaher Drug Co. of Dayton, Ohio, arranged with WLW Cincinnati for company executives and managers attending its Feb. 15 meeting in Dayton to hear personal messages from a number of network and WLW stars, all of whom take part in drug product programs heard over WLW. The complete half-hour transcribed program, prepared under the direction of A. R. Griffes, WLW merchandising director, and R. E. Visconti, WLW director of drug trade relations included such personalities as Bob Hope, Bill Stern, Bob Burns, Lum & Abner, Ellery Queen, Basin Street Fun, National Barn Dance, Abie's Irish Rose, and a number of local WLW talent.

* * *

Critic Series

HERBERT WEINSTOCK, music critic, has introduced a series of weekly half-hour musical appreciation programs, *The Reviewer's Corner*, on WMCA New York. Mr. Weinstock plays masterwork recordings to illustrate his criticisms and recommendations on the newest standard record releases.

World War II

"THE STORY of World War II," a complete chronological resume of the war up to our entry and from then through the major happenings of the last few weeks is being offered listeners by KYA San Francisco on the Chronicle Time Clocked News broadcasts. Pamphlet also contains a chart of the world's time zones, the airline distance from San Francisco to the major cities of the world, a complete list of our Allies and of the Axis nations and a list of the men who will command the invasion of Europe.

* * *

WSAI Service

CONCISE memo of courtesy announcements, schedules, copy and other services being rendered in the promotion campaign for a sponsors product on WSAI Cincinnati, have been incorporated into a mailing piece which the station is sending to advertisers. The folder is scheduled to be on its way to sponsors within 48 hours after a merchandising campaign has been formulated for a product, according to Brett Howard, WSAI promotion director.

* * *

Data Folder

"FINGER Tip Facts About the Peoriarea" is the way WMBD Peoria labels its latest promotion piece. Compiled in the two-color looseleaf folder is data on the Peoria market, distribution, listening audience surveys and radio merchandising follow-up. Simplified coverage map is also included with other information about the "state within a state".

* * *

WAAT Campaign

LAUNCHING an extensive promotion campaign for 1944, WAAT Newark, N. J., has inaugurated a direct mailing system with folders whose theme of "You Can't Substitute Baby-Carriages for Trucks or Pajamas for Tuxedos", help to point out that "there is no substitute for WAAT in America's fourth largest market."

* * *

KDKA Map

NEW COVERAGE map has been released to advertisers and agency men by KDKA Pittsburgh, showing the daytime primary and secondary coverage areas of the station. According to the report, KDKA now has in its primary area a potential listening audience of 6,000,000.

FROM 40% TO 363% LISTENERS INCREASE IN ONE YEAR

HOOPER STATION LISTENING INDEX
CITY, AMARILLO, TEXAS

PERIOD FALL, 1942			FALL, 1943		% OF INCREASE
INDEX	"A"	KFDA	"A"	KFDA	
8:00 AM–10:00 AM Mon. thru Fri.	74.0	21.7	43.0	55.2→	154%
10:00 AM–12:00 N Mon. thru Fri.	84.1	12.6	39.2	58.4→	363%
8:00 AM–12:00 N Mon. thru Fri.	78.4	17.7	41.0	56.9→	221%
12:00 N–3:00 PM Mon. thru Fri.	73.1	22.6	62.9	35.7→	58%
3:00 PM–6:00 PM Mon. thru Fri.	81.8	17.4	65.3	32.7→	88%
12:00 N–6:00 PM Mon. thru Fri.	76.5	20.5	63.9	34.4→	68%
6:00 PM–8:00 PM Sun. thru Sat.	81.7	18.3	74.0	25.6→	40%
8:00 PM–10:00 PM Sun. thru Sat.	80.1	11.3	82.1	16.7→	48%
6:00 PM–10:00 PM Sun. thru Sat.	80.8	14.3	78.0	21.2→	48%

Radio Station "A" in the Hooper Station Listening Index extracts above is the second Amarillo station. As will be noted by adding the percentages for the two stations, listeners to all other stations are so negligible that they need not be considered.

KFDA
AMARILLO

HOWARD ROBERSON, Station Director
Other Stations Owned and Operated by Gilmore N. Nunn and J. Lindsay Nunn
WLAP, Lexington, Ky.—WBIR, Knoxville, Tenn.—WCMI, Ashland, Ky., Huntington, W. Va.
250 Watts — 1230 Kc. Blue and Mutual Networks

AP

KSOO-KELO, Sioux Falls, S. D.

. . . Have, in my time at the microphone, read a lot of so-called farm features. Your 'Farm Fair' Telescript tops them all.

Don C. Harvey,
Farm Service Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

HYMN OF THE SOVIET UNION

LOUIS UNTERMEYER

Distinguished American Poet Writes the English Text
for Alexandrov's New Russian National Anthem.

1.

Republic forever, the land of the free,
Joined in love and labor for all men to see;
Long live mighty Russia, the union supreme,
As the hope of the people, their work and their dream.

Chorus

Long may she live, our motherland;
Long may her flag be over us!
Flag of the Soviets, our trust and our pride,
Ride through the storm victorious,
Lead us to visions glorious—
Flag of a people in friendship allied.

2.

Through terror and darkness the sun shines today,
For Lenin and Stalin have lighted the way.
We crushed the invader, we hurled back the foe,
And our armies in triumph will sing as they go:

Chorus

Long may she live, our motherland;
—etc.

Hymn Of The Soviet Union
(The New Russian National Anthem)
English Text by
LOUIS UNTERMEYER
Music by
A. V. ALEXANDROV
Maestoso
Re - pub - lic for - ev - er, the
(Through) ter - ror and dark - ness the
land of the free, Joined in love and in la - bor for
sun shines to - day. For Len - in and Stal - in have
cresc.
all light - ed men to see; the way.
Long live might - y Rus - sia, the
We crushed the in - vad - er, we
Copyright 1944 by BROADCAST MUSIC INC., 580 5th Ave., New York, N.Y.

Public and private performance permitted without payment of fee.

SONG	
MALE CHORUS	Stickles
MIXED CHORUS	Stickles
BAND	Lake
ORCHESTRA	Baron

BROADCAST MUSIC, Inc.

New York **Chicago** **Hollywood**

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOV New York

Block Drug Co., New York (Gold Medal Capsules), 156 *ta*, thru J. Walter Thompson Co., N. Y.
Paramount Pictures, New York (film), 4 *sa*, thru Buchanan & Co., N. Y.
Hennafoam Shampoo, New York (hair shampoo), 26 *sa*, thru Arthur Rosenberg & Co., N. Y.
Consolidated Drug Co., Chicago (Kranks Shave Kream), 78 *sp*, thru Arthur Meyerhoff & Co., Chicago.
De Martini Macaroni, New York, 312 *sp*, direct.
Mariano Cosmetics, New York, 312 *sp*, direct.
National Shoe Stores, New York, 468 *sp*, thru Emil Mogul Co., N. Y.
A. Corao, New York (edible oil), 312 *sp*, thru De Luca Adv., N. Y.
Sachs Furniture, New York, 260 *sp*, direct.
Community Opticians, New York (eye glasses), 260 *sp*, thru Commonwealth Adv., Boston.
S. A. Schonbrunn, New York (Medaglia D'Oro Coffee), 3,620 *sa*, thru Pettinella Adv., N. Y.
20th Century Fox Film Corp., New York (Astor Theatre), 4 *sp*, thru Kayton-Spiero Co., N. Y.
Wright Aeronautical Corp., Patterson, N. J. (help wanted), 78 *sp*, thru Burke, Dowling, Adams Inc., Newark.
Victory Auto Sales, New York (automobiles), 260 *sp*, thru Sound Adv., N. Y.

KPO San Francisco

Calavo Growers of California, Los Angeles (avacados), 3 *sa* weekly, thru J. Walter Thompson Co., Hollywood.
Langendorf United Bakeries (bread), 6 *ta*, *sa* weekly, thru Pacific Coast Adv. Agency, San Francisco.
Chamberlain Sales Corp., Des Moines (hand lotion), 3 *t* weekly, thru Carey-Ainsworth, Des Moines.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 5 *t* weekly, 26 weeks, thru H. W. Kastor & Sons, Chicago.
McIlhenny Co., Los Angeles (tobasco sauce), 6 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.
S. A. Moffett Co., Seattle (Polar frosted foods), 5 *sa* weekly, 13 weeks, thru Erwin, Wasey & Co., Seattle.

WOAI San Antonio

Johnson & Johnson Co., New Brunswick, N. J. (Tek toothbrushes) 5 *t* weekly, 13 weeks, thru Ferry Hanley, Kansas City.
Vick Chemical Co., N. Y. (Vicks Salve), 2 *sa* weekly, 13 weeks, thru Morse International, N. Y.
Johnstone Drug Sales Co., Buffalo (Buckley's Cough Syrup), 3 *sp* weekly, 52 weeks, thru Armand S. Weill, Buffalo.
Chattanooga Medicine Co., Chattanooga (Zyrone Black Draught), 5 *sp* weekly, thru Nelson Chesman Co., Chattanooga.
Galveston-Houston Breweries, Galveston (Southern Select Beer), 6 *ne* weekly, 52 weeks thru Ruthrauff & Ryan, Chicago.
Imperial Sugar Co., Sugar Land, Texas, 3 *sp* weekly, thru Tracy-Locke-Dawson, Dallas.
Jergen's Lotion, Cincinnati (hand lotion), *t* weekly, thru Lennen & Mitchell, N. Y.
Kellogg Co., Battle Creek (cereal), 5 *t* weekly, thru Kenyon & Eckhardt, Chicago.

WGY Schenectady

MacFadden Publications, N. Y. (*True Story*), 3 *t*, thru Raymond Spector Co., N. Y.
Studebaker Corp., So. Bend, Ind. (automobiles), 78 *ne*, thru Roche, Williams & Cunnyngham, Chicago.
American Chicle Co., Long Island City, N. Y. (Chiclets), 78 *sa*, thru Badger, Browning & Hersey Co., N. Y.
Spaulding Bakeries, Binghamton, N. Y., 39 *sp*. 13 weeks, direct.
N. Y. Telephone Co., Schenectady, 2 *sa*, direct.
Reid, Murdock & Co., Chicago (groceries), 6 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.
Dairy Assn. Co., Lyndonville, Vt. (Kow Kare), *sa* weekly, thru Hays Adv. Agency, Burlington, Vt.
American Poultry Journal, Chicago, 30 *t*, thru Simmonds & Simmonds, Chicago.
Pan American Coffee Bureau, 39 *sa*, 13 weeks, thru J. M. Mathes Inc., N. Y.

WIND Gary-Chicago

Lanteen Medical Lab., Chicago (Vi-Teens), 3 *sa* daily, 12 weeks, thru McCann-Erickson, Chicago.
Abbell Liquidators, Chicago, 12 *sp*, 6 *sa*, direct.
Esquire Pub., Chicago (*Coronet*), *sa*, 20 *ta*, thru Schwimmer & Scott, Chicago.

KFI Los Angeles

Johnson & Johnson, New Brunswick, N. J. (Tek tooth brush), 5 *ta* weekly, 52 weeks, thru Ferry-Hanly Co., N. Y.
Marlin Firearms Co., New Haven (razor blades), 3 *ta* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

KQW San Francisco

F. H. Pfunders, Inc., Minneapolis (tablets), *sp* weekly, 13 weeks thru Sorensen & Co., Chicago.
Shasta Water Co., San Francisco, *ne* weekly, 52 weeks, thru Brisacher, Van Norden & Staff, San Francisco.
U. S. Maritime Commission, Oakland, Cal. (war housing), 8 *sa* weekly, thru James Houlihan, Oakland.
Pacific Brewing & Malting Co., San Francisco, *sa* weekly 52 weeks, thru Leon Livingston Adv. Agency, San Francisco.
California Spray Chemical Corp., San Francisco (insecticides), 5 *sa* weekly, 26 weeks, thru Long Adv. Agency, San Francisco.
Community Federal Savings & Loan Assn., San Francisco, *sp* weeky, 13 weeks, thru Pacific Adv. Staff, San Francisco.
Old Homestead Bakery, San Francisco (bread), *sa* weekly, thru Pacific Coast Adv. Agency, San Francisco.
Bellbrook Dairies, San Francisco (milk), 4 *sa* weekly, 26 weeks, thru Botsford, Constantine & Gardner, San Francisco.
Alameda County Nursery, Oakland, Cal. (strawberry plants), 2 *t* weekly, thru Emil Reinhardt Adv. Agency, Oakland.

WKZO Kalamazoo, Mich

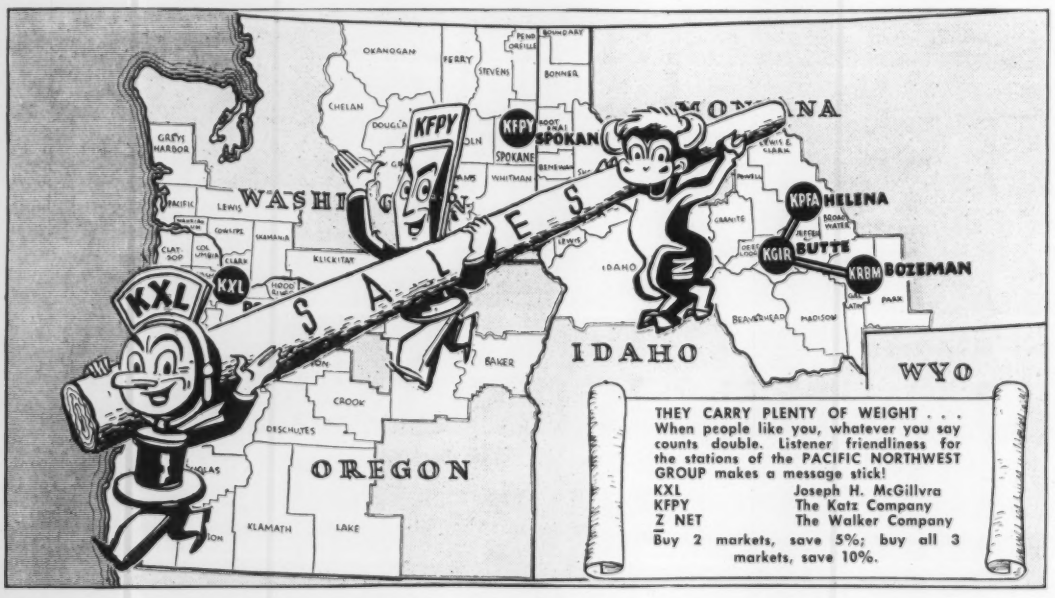
American Chicle Co., Long Island City, N. Y. (gum), 6 *ta* weekly, 26 weeks, thru Badger, Browning & Hersey, N. Y.
Automobile Club of Michigan, Detroit, 5 *ne* weekly, 13 weeks, thru Stockwell & Marcuse, Detroit.
De Pree Chemical Co., Holland, Mich. (Wheatamin tablets), 5 *ne* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.
P. Duff & Sons, Pittsburgh (waffle mix), 3 *sa* weekly, 13 weeks, thru W. Earl Bothwell, Pittsburgh.
Rit Products Co., Chicago, 8 *ta* weekly, 29 weeks, thru Earle Ludgin, Chicago.

WJJD Chicago

John Pen Co., Chicago (fountain pens), 6 *sp* weekly, thru O'Neil, Larson & McMahon, Chicago.
Beam Sales Co., Chicago (money belt), 6 *sp* weeky, thru Paul Grant Adv., Chicago.
Consolidated Hair Goods Co., Chicago (Fiji-Oil shampoo), 7 *ta* weekly, 52 weeks, thru Malcolm-Howard Adv., Chicago.
Carter Products, N. Y. (Superin), 6 *ta* weekly, 24 weeks, thru J. Walter Thompson, N.Y.

KFRC San Francisco

Colgate-Palmolive-Peet Co., San Francisco (Peet's soap), 6 *ta* weekly, 52 weeks, thru Leon Livingston Adv. Agency, San Francisco.
Hunt Bros. Packing Co., San Francisco (canned goods), *sp* weekly, 52 weeks, thru Garfield & Guild, San Francisco.



Naples Calling

IN NAPLES, Italy, the Allied Radio Station is headed by Lt. Carl G. Zimmermann, whose Army duties are the same as those he performed before he donned khaki. Lt. Zimmermann in private life was chief announcer of WEMP Milwaukee. He entered the Army as a buck private in 1941. Virtually growing up in radio, Lt. Zimmermann started as an announcer shortly before his graduation from high school. He is heard Sundays on NBC's *Army Hour*, 1:30-2:30 p.m., and at other times when Naples transmits world news over the four major U. S. networks.

COMPLETE FACTS URGED BY KNODEL

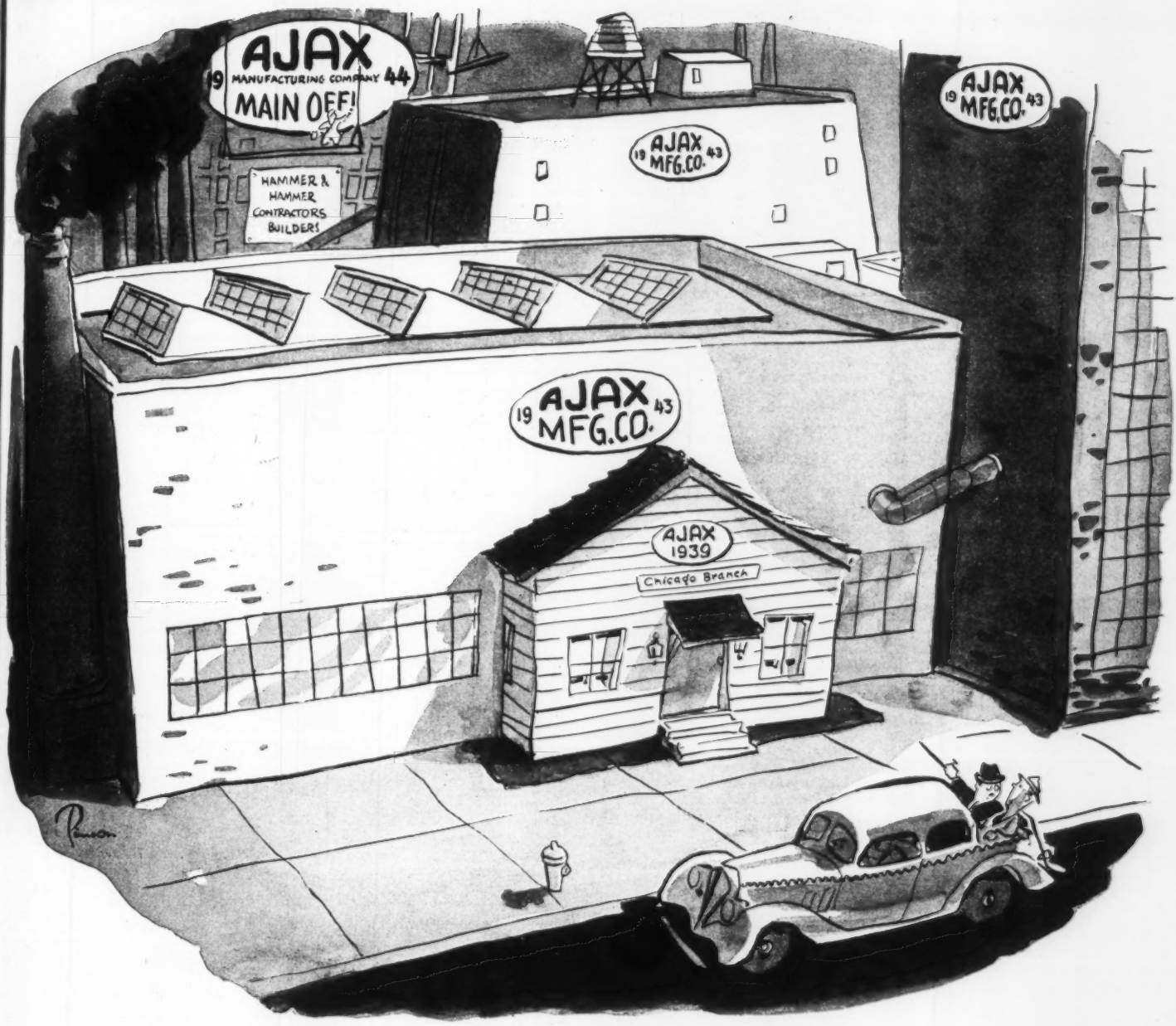
STATIONS should give agencies and advertisers complete facts about announcements or programs they are offering, J. W. Knodel, vice-president of Free & Peters, Chicago, told the 10th NAB District sales managers, meeting in Omaha a fortnight ago.

Mr. Knodel

"Too often," Mr. Knodel declared in a speech titled "What Radio Buyers Want to Know", "the timebuyer, who has asked for announcement or program availabilities, finds the names of adjacent programs a mere collection of meaningless titles." To overcome this difficulty, Mr. Knodel counseled sales managers to incorporate with availabilities a brief description of the programs with such salient facts as will help to establish the popularity of the program with the listening audience.

Urging a standardization of basic coverage data for all radio stations, Mr. Knodel stated that advertising agencies and advertisers throughout the Midwest prefer coverage maps based on a combination of mail response and the one-half-millivolt-per-meter contour line. Emphasizing the need for such standardized data, he pointed to the uniformity of circulation data in the magazine and newspaper fields.

The meeting passed a resolution thanking the NRDGA's Sales Promotion Division for cooperation in preparation and presentation of the Retail Promotion Plan, "Air Force and the Retailer". The NAB Board of Directors was urged to appoint a committee of members of both the Sales Managers Executive Committee and the Public Relations Committee to "investigate the possibility of making a suitable visual presentation of 'Air Force and the Retailer' that could be used by radio stations before schools, civic organizations, trade groups and for general consumer showings." The meeting went on record as being opposed to so-called "cow-catcher" and "hitch-hike" announcements.



"And this is our Chicago branch—of course they've been expanding since we started advertising on WGN!"

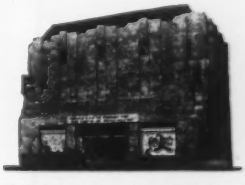
WGN carries more retail, local and national spot business than any other major Chicago station.

A CLEAR CHANNEL STATION

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM



EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

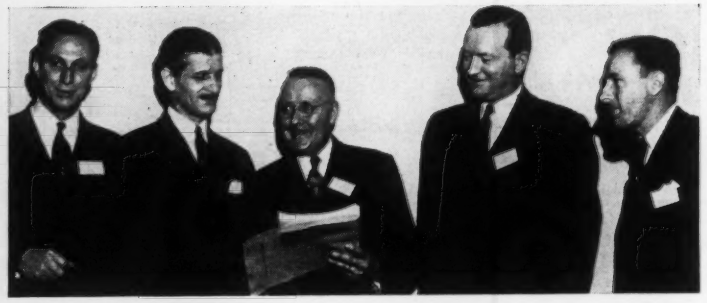
TRI-PENN
NBC
MUTUAL
MARKET

WKBO
HARRISBURG
WORK
YORK
WGAL
LANCASTER

The PLUS Buy in the Heart of PENNSYLVANIA

These three stations can be bought as a package at an exceptionally low combined rate—or, purchased individually.

Sales Representative:
PAUL H. RAYMER



MANY FACETS of industry problems and policies came in for their share of discussion when these national and regional officers of NAB gathered informally between sessions of the 16th district annual meeting in Los Angeles on Feb. 11. Agenda confabbers (l to r) are Willard D. Egolf, assistant to NAB president; L. H. Avery, NAB Director of Broadcast Advertising; C. E. Arney Jr., secretary-treasurer and acting managing director of NAB; William B. Ryan, newly elected 16th district director and manager of KFI-KECA Los Angeles; Calvin J. Smith, outgoing director, and manager of KFAC Los Angeles.

3 Meetings Held By NAB Districts

GREATER use of all BMI resources by stations lest a new music copyright crisis arise was favored by Texas broadcasters at the 13th NAB district meeting in Dallas last Thursday.

The Cannon-Mills bill for purchase of space in small newspapers was condemned as a political "subsidy without merit". Other resolutions adopted commended NBC Thesaurus, Columbia Recording Corp. and RCA Recording Co. for their opposition to Petrillo; appreciation for Neville Miller's services as NAB president, and a pledge of allegiance to J. Harold Ryan as his sucessor.

Dave Russell, OWI, and Kurt Jadassohn, Treasury Dept., also were heard. Hugh A. L. Halff, WOAI San Antonio, district director, presided. C. E. Arney Jr., NAB secretary-treasurer and temporary managing director, discussed industry problems. Frank Chizzini, NBC Thesaurus, and Leonard Callahan, SESAC, spoke on music and copyrights, along with Carl Haverlin, BMI vice-president.

Lewis H. Avery, NAB Director of Broadcast Advertising, and Alex Keese, WFAA-KGKO, chairman of the 13th district sales managers committee, reported on plans ahead, and covered the retail promotion project. Proposed campaigns covering the motion picture and building industries were outlined.

Karl Wyler, KTSM El Paso, district public relations chairman, and Willard D. Egolf, NAB assistant to the president, outlined industry public relations and presented a proposed introductory book on the subject.

Other NAB district meetings scheduled are District 12 at the Tulsa Hotel in Tulsa, Okla. on Feb. 21; District 6 in Memphis, Tenn. at the Peabody Hotel on Feb. 24-25; District 3 at the William Penn Hotel in Pittsburgh on March 6-7; and District 2 at the Roosevelt Hotel in New York on March 2-3.

Denver Attendance

Attendance at the 14th district meeting in Denver on Feb. 7 [BROADCASTING, Feb. 14] was the largest in the history of the district. Ed Yocum, KGHL, Billings, Mont., was reelected by acclamation as district director but served notice that he would not be a candidate for another two-year term. Full attendance at the meeting follows:

Hugh B. Terry and Fred C. Mueller, KLZ; James R. MacPherson, R. H. Owen, D. A. McColl and Clarence C. Moore, KOA; Al G. Meyer, KMYR; Con Hecker, T. C. Ekram and V. W. Corbett, KVOD; Mark C. Crandall, Frank L. Bishop and Gene O'Fallon, KFEL; Rex Howell and Mrs. Mildred Fuller, KFXJ; J. H. McGill, KGHF; Francis Price and Kenneth V. Cooper, KFKA; Florence M. Gardner, KTFI; Ruthe A. Fletcher, KSEI; Ed Yocum, KGHL; W. E. Wagstaff and L. A. Loeb, KDYL; Dan R. Vincent and Ralph W. Hardy, KSL.

Jim Carroll, KWYO; Pat O'Halloran, KPOW; William C. Grove, KFBC; D. L. Hathaway, KDFN; Leonard D. Callahan, SESAC; E. J. Gough, SESAC; C. Howard Lane, CBS; Carl Haverlin, BMI; Paul Ray, John Blair & Co.; Frank E. Chizzini, NBC; Alex Sherwood, Standard Radio; A. Josephsen, RCA; C. E. Arney Jr., Lewis H. Avery and Willard D. Egolf, NAB; Jennings Pierce, NBC; Frank R. Jamison, Public Service Company of Colorado; Robert B. Hudson, Rocky Mountain Radio Council; Major Howard Peterson, U. S. Army; William Welsh, OWI; and K. A. Jadassohn, U. S. Treasury.

Salt Lake Meeting

On Feb. 9 Messrs. Avery and Egolf stopped at Salt Lake City enroute to Los Angeles for a luncheon session arranged by S. S. Fox, president of KDYL Salt Lake City. Present were:

W. E. Wagstaff, KDYL; Ralph W. Hardy, KSL; Alvin G. Pack, KDYL; Tom Anderson, KDYL; G. A. Provol, KDYL; George Snell, KDYL; Fred Horwitz, KDYL; Frank C. Carman, KUTA; Jack Burnet, KUTA; Dan H. Vincent, KSL; Frank McLatchy, KSL; E. J. Drucker, KDYL; Lennox Murdock, KSL; Arthur Gaeth, KLO; James C. Manlum and Lynn L. Meyer, Intermountain Network; Arch L. Madsen, KOVO; H. Perry Driggs, KSL; L. A. Manwaring, KSL and E. J. Broman, KSL.

RCA Schedules Music In 'What's New' Spot

ABANDONING the elaborate format of its original hour-long Blue series *What's New*, which goes off the air Feb. 26, RCA will present two musical stars, an orchestra and chorus under the direction of Jay Blackton, "Oklahoma" conductor, in the new RCA show to be heard on 159 Blue stations, Saturday, 7:30-8 p.m.

One classical and one popular star will be featured each week starting with the appearance of Jeanette MacDonald and Perry Como on the first broadcast March 4. Commercial announcements and continuity will be reduced to a minimum, the idea on the new series being to eliminate the spoken word as much as possible. Title is *RCA Program — The Music America Loves Best.* Agency is J. Walter Thompson Co., New York.

Info Please and Dr. I. Q. To Shift Time on NBC

H. J. HEINZ Co. *Information Please* program will move into an earlier spot on the full NBC network as the result of a shift in the agency-sponsor setup for *Dr. I. Q.*, which relinquishes the Monday 9:30-10 p.m. period to Clifton Fadiman's quiz program April 3. *Dr. I. Q.* in turn moves into the 10:30 p.m. spot vacated by the Heinz show, and changes from Vick Chemical Co., back to its original long-term sponsor, Mars Inc., Chicago candy manufacturer, using a 60-station hookup.

Vick Chemical Co., parent company of Vitamins Plus Inc., cancelled *Dr. I. Q.* in shifting its network advertising from Grant Adv., to Morse International. Grant owns the *Dr. I. Q.* show. Heinz agency is Maxon Inc., New York.

Heinz, through Maxon Inc., New York, lost no time in snapping up the 9:30 p.m. vacancy left open by the Vick cancellation. This it was able to do under NBC's revised policy in regard to time priorities for advertisers, which allows the network to consider each bid for time on its own merits, as for example the suitabiilty of the time to the program, regardless of seniority. Until four or five months ago, the network had an abeyance list system, whereby time vacancies were allotted in accordance with priority of requests from advertisers.

A Proven Sales Medium

WBNX delivers your message to New York's foreign language millions in the intimacy of their native tongue. Let us give you the facts. WBNX, New York 51, N. Y.

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Better Than 73% Said:
"Happy Jim Parsons"

"Happy Jim" PARSONS
(IRVING KAUFMAN)
THE NEW TIMEKEEPER

Some of His Past Roles . . .

"Happy Jim Parsons" on NBC and Mutual

4½ years as "Lazy Dan" over Columbia

"Salty Sam the Sailor" over Columbia

Starred on the RCA Hour over NBC for 2½ years

Conducted the CBS Community Sing program

Featured for over 2 years with the "Passing Show"

Featured in the "Champion Spark Plug" program over NBC with Gus Haenschen's orchestra for 4 years

It snowed so hard in central New York one afternoon last January, that a worried central school principal decided to notify his pupils by radio, should it be necessary to suspend classes the next day. He asked them to name the program they habitually listen to at 8 o'clock in the morning. The results, spontaneously passed on to us, were:

- **112, or better than 73%, said "Happy Jim" Parsons.**
- **27, or 17%, named another Syracuse station.**
- **13 have no radio, or listen to other stations.**

If a like question were asked in the 12 prosperous counties of central New York, similar results would obtain. For "Happy Jim" Parsons, WSYR's Timekeeper, has vaulted to unprecedented popularity. Here is fresh proof that WSYR, always on the alert to provide glittering talent of its own, in addition to NBC shows, is the station most central New Yorkers like to invite into their homes.

WSYR

SYRACUSE, N. Y.

The only NBC Station covering Central New York

5000 watts at 570 Kc.

H. C. WILDER, Pres.

REPRESENTED BY RAYMER

NO BATS IN OUR BELFRY (Ky.)!

Do you think we're *nuts* not to claim Belfry, Kentucky, or all the other tiny towns scattered over the rural parts of the State? We don't think so. We don't *want* 'em. We want just enough power to put a fine signal all over the Louisville Trading Area. With NBC programming, that gives us (and you) the best market in this part of the country—at the lowest possible cost. . . . We think we're batty —like a fox!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

TRADING VIEWS on sales and programming policies were these CBS ninth district affiliate representatives during one-day conference on mutual problems at CBS Hollywood headquarters on Feb. 10. Confabbers (l to r) are Les Bowman, CBS Hollywood engineer; George L. Moskovics, Western division sales promotion manager; Ralph R. Brunton, KQW San Francisco; Royal Miller, KROY Sacramento; Clyde F. Coombs, KARM Fresno; Arthur L. Bright, KFPY Spokane; Wayne Sanders, KTUC Tucson; Mrs. Royal Miller; D. W. Thornburgh, CBS Pacific Coast vice-president; Miss Katherine Leuer, KFPY Spokane; Lee Little, KTUC Tucson; C. W. Myers, KOIN Portland, and chairman of ninth district affiliates; Albert Johnson, KOY Phoenix; J. P. Wilkins, KFBB Great Falls; A. J. Mosby, KGVO Missoula; Fox Case, news and special events director of CBS Hollywood; Ivor Sharp, KSL Salt Lake City; Harry W. Witt, assistant to Donald W. Thornburgh; E. F. Peffer, KGDM Stockton; Edwin Buckalew, CBS Pacific Coast field manager of station relations. The group discussed relation of sales and programs.

AMENDMENT PLEA IS GRANTED KOMA

PETITION to amend application for construction permit and to retain application on the hearing docket was granted KOMA Oklahoma City Feb. 16 by the FCC on the condition that KOMA would furnish the Commission certain technical information within 15 days. Requested in the amended application are facilities of 690 kc, same as previously asked, but with 5 kw day, 500 w night and without directional antenna for either day or night use. KOMA now operates unlimited time on 1520 kc with day and night power of 5 kw.

Original application filed in November 1941 requested an increase of power to 50 kw on the same frequency, but was subsequently amended for 690 kc and then for 25 kw, and last for 10 kw. Permission was also asked in certain of these applications to move and install new transmitting equipment and a directional antenna. In requesting 690 kc, KOMA has asked that KGGF Coffeyville, Kan., now utilizing that channel, be shifted to KOMA's 1520 kc, or other facilities as determined by the Commission.

KGGF now has pending an application filed in November 1941 for renewal of license to use its present facilities (690 kc, 1 kw day, 500 w night, unlimited time) and also an application to increase night power to 1 kw.

All of these applications have been consolidated for hearing and the supplement to the Feb. 16 order stated that the hearing would be conducted "to determine which will better serve the public interest, convenience and necessity, the use of the frequency 690, as proposed by KOMA or as proposed by KGGF".

Marget KVOX V-P

M. M. MARGET was elected vice-president of KVOX Moorhead, Minn. on Feb. 14, according to John W. Boler, president of the station. Mr. Marget has been with KVOX since Robert Herbst obtained the original license in 1937. He supervised construction, and joined the station as general manager. In 1940 Boler, Shepard and Johnson purchased KVOX; Mr. Marget continued as manager.

Committee Split

(*Continued from page 9*)

day that whether the majority would reply to the charges made by the minority members was "undecided". He indicated that another Committee meeting might be held this week to determine "future procedure". Mr. Lea said, however, that the issue was "not whether we are going to investigate the WMCA sale, the point is when". He repeated a statement made some time ago that "the Committee intends to complete the WMCA investigation".

Merely Filled In

Rep. Magnuson said: "Apparently the minority group has no faith in the integrity or the ability of the courts of New York to decide a case. I have." Published reports in Washington that Rep. Magnuson conferred with Thomas G. Corcoran, former White House confidant now under subpoena by the Committee, on his return from Alaska were met with a "so-what" attitude by the Congressman.

"I've known Tommy Corcoran for a good many years," said Rep. Magnuson. "I ran onto him at the Shoreham hotel and he told me about the WMCA hearing. Is there anything wrong in a friend filling me in on what has happened while I was away?"

Rep. Hart declined comment. "The record speaks for itself," he said.

Philip Handelman of Handelman & Ives, counsel for Mr. Flamm in his suit for damages against Mr. Noble, said in New York: "There must be something to this case that everyone's so afraid of." He declined to comment further, explaining that he had no part in the Committee proceedings but added that there will be an opportunity to "disclose the facts" when Mr. Flamm's suit comes to trial before the New York Supreme Court.

Mr. Wood's only comment was that his written protest "speaks for itself".

Action, alleging coercion and fraud on the part of Mr. Noble and his associates to force Mr. Flamm to sell WMCA, is expected to come to trial this spring.

99 Brand Test

V-PRODUCTION Corp., New York, on Jan. 15 started a test campaign for its "99 Brand" meatless hamburger mix with participations on WBNF Binghamton, N. Y. Radio expansion is planned if test campaign is successful. Agency is J. D. Tacher & Co., New York.

The TEXAS RANGERS *now*

Selling
Refrig-O-Master
on
KMBC
Kansas City, Mo.

. . . also selling many other products on many other stations.

George E. Holley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

Gov. Cox Says

(Continued from page 9)

duty of Congress in doing something to clarify the present state of things emphasized by the fact that the Supreme Court has almost supplicated the law-making body to indicate the path for a more sensible, efficient and just regulation of the whole industry.

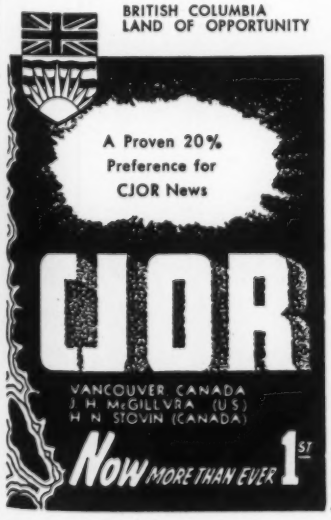
"Second, I am convinced that Fly wants radio to be turned over, if not abruptly then by easy stages as political conditions permit, to the Government. If we had Federal ownership, then a Huey Long administration could never be gotten rid of.

Public Questions

"Third, Senator Wheeler has put his finger on the very definite need of providing some way, somehow, for an equal division of time in the discussion of vital public questions. It might be difficult to write this into law. Jefferson was a very wise man and he once said that it was a mistake to make either charter of government or statute too specific. The important thing was to express the principle involved, having some confidence in the intelligence and integrity of both administrative officers and the courts.

"We live in a democracy which cannot go on in good health unless we have a healthy public opinion and that cannot be unless our public has presented to it the truth, and all of it. After all, that is the very essence of democracy and this form of government is not going to live if truth is diluted through misrepresentation. It is as necessary to keep the current of public opinion protected as it is to balance the diet of a baby.

"Elaborating a little upon this basic philosophy, we have a job to do in the making of a world peace. The truth from all over the world must come unshackled. If our civilization knows what is going on, then we can assume that the rightness of things will have a much better chance to prevail than it ever has in the past."



The Nation's

HIGH-SPOT CITY

For Availabilities
Ask
SPOT SALES INC.
National
Representatives

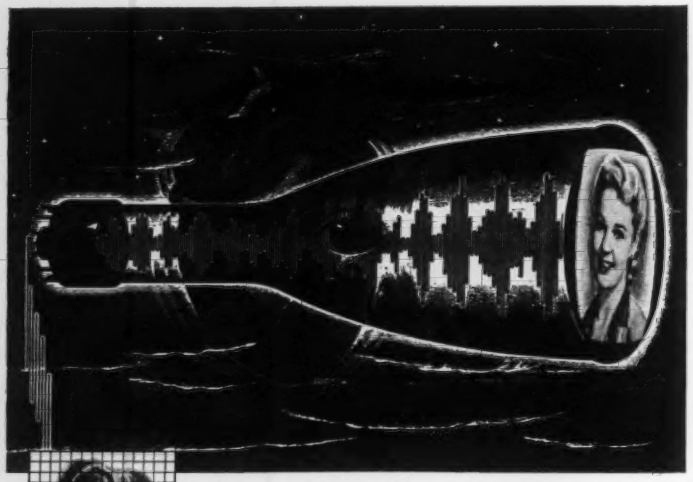
Austin, capital of Texas and home of Station KNOW, is the nation's top-ranking city in percentage of gain in retail sales and services over February, 1943!

This month retail sales and services in Austin skyrocketed 58.6% above the volume of last February, as shown by the list of "High-Spot" cities published in the January 1st issue of Sales Management. The magazine projects its estimate a month ahead.

Use KNOW to get your share of this vastly increased business in Austin. Follow the lead of local radio advertisers, who spend more than 60% of their money over KNOW—the top station in the nation's "high-spot" city!

ADVERTISERS IN THE "KNOW" USE KNOW

BLUE AND MUTUAL NETWORKS — TEXAS STATE NETWORK



Don't Look Now—

But Television Has Grown Up!

War overtook Television at the awkward age. Like many another green recruit, its heart—the Cathode Ray Tube—was appraised and indexed. It proved a heart of magnificent promise in the nation's desperate need. This heart was assigned strange, important duties. It is serving wherever men are fighting, wherever production lines are hustling, wherever the stamina of metals must be certified.

Out of war's crucible, this amazing heart—the Cathode Ray Tube—is emerging with vastly increased stature, range and power! When materials are again available, a newer, greater Television will make your easy chair at home the choicest seat wherever exciting news is breaking . . . fifth row center on the aisle wherever the "stars" are scintillating.

Television has grown up! The most-prized possession in your postwar home will be your DuMont Television-Radio Receiver. Why DuMont? Because DuMont is *the first name in Television!* The scientific achievement that makes *clear* Television reception possible is its amazing heart . . . the work of Allen B. DuMont, who transformed it from a laboratory curiosity to a commercially practical product.

Today, DuMont is pioneering in the great new field of electronic weapons. Tomorrow, DuMont leadership will assure your enjoyment of peacetime Television . . . through the manufacture of precision electronic equipment for Television pick-up and transmission . . . through distinctive operation of our own commercial Television Stations . . . and through the manufacture of the finest Television-Radio Receivers.

COPYRIGHT 1944, ALLEN B. DUMONT LABORATORIES, INC.

Precision Electronics **DUMONT** *and Television*

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND MAIN PLANT, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION BROADCASTING STUDIOS AND STATION W2XWV, 515 MADISON AVE., NEW YORK, N. Y.

HOUSE COMMITTEE VIEWS

TWO statements were issued last Wednesday, following a closed meeting of a majority of the House Select Committee to Investigate the FCC. The majority announcement was released by Rep. Clarence F. Lea (D-Cal.), Committee chairman, at 1 p.m., following a meeting of Reps. Lea, Hart (N. J.) and Magnuson (Wash.), all Democrats. At 6 p.m. Reps. Wigglesworth (Mass.) and Miller (Mo.), Republicans, issued a minority statement. Following are the two releases:

MINORITY

THE ACTION of the three-man Democratic majority of the Select Committee to Investigate the FCC in squelching the investigation of the strange sale of Radio Station WMCA and the part played by high officials of the present political administration makes it perfectly plain that this is a "hush - hush" move, pure and simple, to keep unsavory facts from the public. It is part of the whole New Deal scheme to cover up pernicious bureaucratic practices and the graft that is inherent in such a maze as we have in Washington today.

Rep. Miller

Let the record show that neither of the two Republican members of the Committee were present at today's meeting, at which this unexpected action was taken. Let the record show that one Republican member was not even notified of the meeting until after it had been held, and neither was advised of the contemplated action. Let the record show that three Democrats covered up and sought to shield the administration just as the facts began to hurt.

Rep. Wigglesworth

For more than a solid year we have sat as a minority on the Committee investigating the FCC and have watched while the present political administration frantically tried to prevent the American people from learning the truth about the FCC and its sordid and illegal activities.

We wonder—and the American people have a right to know—why the White House, the Dept. of Justice, the FCC and high New Deal officials, past and present, are so fearful that the true facts about these and other matters in which the FCC played a part should become known.

MAJORITY

THE SPECIAL Committee met this morning in the rooms of the Interstate and Foreign Commerce Committee.

Prior to this, each member had been presented with a copy of the protest heretofore filed with the chairman by Franklin S. Wood, attorney for Edward J. Noble, in a suit filed against the defendant by Donald Flamm in the Supreme Court in the State of New York.

Rep. Lea

Mr. Hart moved that further investigation into the sale of radio station WMCA be postponed until the New York Supreme Court shall have had a reasonable opportunity to dispose of the litigation wherein Donald Flamm is plaintiff and Edward J. Noble is defendant.

The motion was adopted unanimously by those present, consisting of Mr. Hart, Mr. Magnuson and Mr. Lea.

It is the purpose of the Committee to conclude the investigation of the sale of this station as soon as a reasonable time is allowed for the disposal of the case by the Court. In any event, the Committee will conclude the investigation before completing its work.

It is the purpose of the Committee to grant a hearing to the FCC as soon as the practical handling of that matter will permit.

Judicial Air Control Urged in Canada

Agency for Measuring Of Coverage to Be Created

(*Continued from page 11*)

networks between privately-owned stations, which was initiated in 1938 and has not yet been settled; the failure to drop the CBC proscription against power increases above 1,000 watts under Havana Treaty regulations, which is expected to count against Canada in the Havana Treaty revision in 1946; the slowness with which the CBC implemented its Canadian Press news agreement last year, requiring private stations to continue for seven months to carry twice as many sustaining network newscasts as arranged under the contract; the regulations which favor CBC network commercial programs to the transcribed programs.

CBC Is Competitor

"So far as national advertisers are concerned the CBC network is in competition with the privately-owned stations for their revenue. This condition of competition is a healthy state of affairs, except that the Board of Governors is placed in the position of a man umpiring a ball game who at the same time is the manager of one of the opposing teams. It doesn't matter how fair he tries to be in his decisions, he is bound to be suspected of favoring the team he manages," Mr. Bannerman said.

In reviewing 1943, Bannerman paid tribute to the late Ed Sandell, owner of CKTB St. Catherines, Ont., and former CAB director, who died during the year.

It was brought out that private stations are giving 16 per cent of their time free for various wartime charities, loan drives, recruiting, government announcements, and are receiving 7 per cent of their commercial business from government departments in paid advertising. Currently Canadian broadcasters are getting ready for a Red Cross campaign and Canada's Sixth Victory Loan.

CENSORIAL subjects occupied this trio at Quebec (l to r): Charles Shearer, chief Canadian radio censor, Ottawa; Wm. C. Borrett, CHNS Halifax; J. Harold Ryan, NAB president-elect and U. S. broadcasting censor, Washington.

Concrete suggestions for the early settlement of the most pressing problems of the industry in its relations with the CBC were promised the broadcasters by Maj. Gen. L. R. LaFleche, Minister of War Services, which has jurisdiction over CBC and radio broadcasting. Speaking at the closed Monday afternoon session he addressed the broadcasters in confidence, suggesting that broadcasting's problems should be settled within the industry, that the Canadian public would not stand for abolition of the CBC and its Dominion-wide program service, and that a settlement could be reached which would leave CBC and private operators satisfied.

BBM Established

Decision to set up a Bureau of Broadcast Measurement, a radio media Audit Bureau of Circulation, was reached after an afternoon of discussion at the closed Monday afternoon session. On the first voting of the resolution a sizable minority opposed the proposal, but after determination as to the nature of surveys to be undertaken, the broadcasters voted almost unanimously to establish BBM.

The organization will be presided over by a board of nine, three from the broadcasting industry including two from the CAB and one from the CBC, three members of the Association of Canadian Advertisers (ACA) and three from the Canadian Association of Advertising Agencies (CAAA). Cost of the BBM will be borne mainly by the broadcasters on a basis of two-thirds the peak half-hourly rate monthly, with ACA and CAAA members each paying an annual fee of $25.

Total cost of a year's operation is estimated at about $30,000, which would include a paid secretary-treasurer, cost of two coverage surveys per year, and distribution of the surveys. An independent research firm would make the surveys on a ballot basis to determine coverage of each member station. The firm of Elliott-Haynes Ltd., Toronto and Montreal, affiliated with the C. E. Hooper organization in the U. S., is understood to have been selected to make the surveys. President of BBM will be picked from the board members representing the ACA and CAAA.

The establishment of BBM will

This Great February American had the idea for Good Radio!

- *Of the* PEOPLE
- *By the* PEOPLE
- *For the* PEOPLE

It's always the people who have the say-so at WMMN! That's why it's their favorite station . . . that's why they listen and respond . . . that's why WMMN is one of America's finest Direct Response Stations . . . *THAT'S WHY ADVERTISERS GET RESULTS!*

ASK JOHN BLAIR
— Columbia Network —

5,000 WATTS
WMMN
FAIRMONT, W. VA.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
FOR NOVEMBER & DECEMBER, 1943

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A 13.2	WGRC 27.7	B 32.7	C 25.8
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A 27.1	WGRC 30.6	B 24.5	C 15.9
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A 41.8	WGRC 13.7	B 34.4	C 8.6

WHAT BETTER PROOF of an audience can you ask for?

WGRC Mutual

LOUISVILLE'S TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith-National Representatives

Southern California's Fastest Growing Radio Station

KWKW 1000 WATTS PASADENA

HOWARD L. TULLIS, General Manager

C. E. HOOPER
AGAIN PROOVES
WFMJ
HAS
MORE LISTENERS
MORE HOURS
OF THE DAY
than any other station heard in Youngstown, O.
28TH U. S. METROPOLITAN DISTRICT
Headley-Reed, Representatives

3 TRUMPS!
♠ Alabama's farmers and workers are prosperous and eager to spend; WSGN covers more of this market than any other station; has the best morning Hooper; has the best salable time all day. *How's that for trumps?*
WSGN
BIRMINGHAM
The News-Age Herald Station
Call Headley-Reed

NEW MEXICO
EL PASO
OLD MEXICO
TEXAS
Where the West really is - it's
KROD
600 KC CBS
Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.
Dorrance Roderick, *Owner* Val Lawrence, *Manager*
HOWARD H. WILSON CO.
National Representatives

KXOK
ST. LOUIS
5000 Watts Full Time
630 KC.
BLUE NETWORK
Represented by John BLAIR & Co.

mean that for the first time anywhere all stations becoming members will be provided with potential audience data that will have the universal confidence of advertising agencies and advertisers. The same formula for securing the data will be applied to all stations alike.

Palmer's Suggestions

Constructively criticizing radio commercials and warning that "unless radio mends its programming and commercial planning it will find itself in a most precarious position," B. J. Palmer, president of WHO Des Moines, spoke at the Tuesday afternoon open sessions of the CAB convention field at the Chateau Frontenac in Quebec, Feb. 14-16.

Quoting from his book, "Radio Salesmanship", Mr. Palmer explained that "broadcasters and agencies today overlook one of the most important functions of radio in their lack of developing good copywriters and announcers. All copy going on the air should be built to suit the individual product, with logic, reason and truthfulness the cardinal principles."

He stressed that box tops, contests and stock inferential phrases were undermining confidence in the use of radio as an advertising medium. Speak truths, he stressed, and pointed to the work of the FTC in regulating pharmaceutical firms, quoting an article in [BROADCASTING, Feb. 14] on Miles Laboratories.

How radio research is handled from a common sense view was told Canadian broadcasters at their Monday luncheon by Matt N. Chappell of C. E. Hooper, Inc., New York. Illustrating the theoretical side of surveys and statistical coverage data with graphs and tables, he informed them on percentages of error and how these are overcome in making commercial surveys for radio today. The talk tied in with the sessions which followed on the formation of the Canadian Bureau of Broadcast Measurement.

The development of radio broadcasting and the part it plays in our life was traced for Canadian broadcasters by Dr. James Rowland Angell, NBC public relations adviser, at the annual dinner on Tuesday evening. He cited its criticisms and detailed its accomplishments under the American system of broadcasting, envisioned its future development in the field of television and FM, stressed the importance of its development in the hands of men of intelligence and integrity.

CANADIAN AND AMERICAN broadcasters and research executives at Quebec. Front row (l to r): Harry Sedgwick, CFRB Toronto; Maj. Gen. L. R. LaFleche, Minister of War Services, Ottawa; Matt N. Chappell, C. E. Hooper Inc., New York; Glen Bannerman, CAB president, Toronto; J. K. Churchill, CBS New York; Jack Cooke, CKGB Timmins; Ted Campeau, CKLW Windsor-Detroit; W. Elliott, Elliott-Haynes, Toronto. Back row: Phil Lalonde, CKAC Montreal; L. Bewick, CHSJ St. John, N. B.; Adrian Head, J. Walter Thompson Co., Toronto; Harold Carson, All-Canada Radio Facilities, Calgary; Paul Peter, NAB, Washington; A. A. Murphy, CFQC, Saskatoon; Paul Haynes, Elliott-Haynes, Montreal; A. McQuarrie, Assn. of Can. Advertisers; Geo. Chandler, CJOR Vancouver.

Interested in FM

While Canadian broadcasting does not yet know where it stands on FM, no policy has been announced by the CBC or the Canadian government, Canadian broadcasters are vitally interested in this new development. They were told plans of the FM branch of the industry in the United States by Paul Chamberlain, manager of FM Division, General Electric Co., Schenectady, at the Wednesday morning open session.

At closed business sessions Tuesday and Wednesday the treasurer's report was tabled showing total income from all sources of $45,390 and expenditures of $38,723. Membership now lists 61 of Canada's 73 privately-owned stations, with CHOV Pembroke and CJRL Kenora elected members.

It was decided at the standardized rate structure meeting that standardized rate cards should be issued, and for this purpose an expert typographer had been engaged to prepare samples of this new card which would be similar for all stations, and would be contained in a binder and supplied to all time buyers. The card is to be published annually, on July 1. Standardization rates for spot announcements and flashes were recommended, most other rates now being on a standardized structure set up a year ago.

To Hire Engineer

Because of the proximity of the date of revision of the Havana Treaty and the fact that the Canadian government and the CBC had not yet found it feasible to unfreeze power increases in the Dominion (power being limited to 1000 watts, except in a few cases), the appointment of an engineer at a salary of at least $6,000 was recommended to the CAB by George Chandler, CJOR Vancouver, who has been the voluntary technical committee of the CAB. Delay and lack of action, he pointed out, will likely cost Canada most of the Class 1A channels the Dominion now holds, and on which it has but four 50 kw stations.

Increasing public sentiment favoring private ownership of broadcasting stations was reported at the Wednesday closed sessions, as a result of the public education campaign established last year. In an independent survey made recently, 27% preferred full government ownership of broadcasting stations, 33% only private owner-

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*
THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN
McClatchy Broadcasting Company
Sacramento, California
Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representatives

500 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 48th Street, New York, N. Y.

ship, 35% private and public ownership as at present, and 6% showed no preference, thus with a total of 68% favoring private or joint private-government ownership. It was decided to continue the publicity campaign staged by independent stations in their own communities.

Political Policy

Sale of time for political broadcasts on a non-partisan basis at election times was favored, with all parties being called in and shown times available and how this time would be divided on a sale or free basis among the parties. Radio, it was determined, should promote greater interest in political broadcasts.

Specific ways of improving religious broadcasts, especially morning devotional periods, were reported by a special committee set up to study this problem. More religious music of the great composers, training of preachers and ministers in radio technique, and less gloom were urged.

A resolution was passed, providing that the CAB arrange production of a series of dramatic programs indicating the part played by free enterprise in the building of Canada as a nation.

It was decided to set up a committee with the ACA and CAAA to study and report upon ways and means of increasing the effectiveness of the commercial continuity of sponsored programs. A standing committee on programming was also urged.

Of 22 Canadian war correspondents at the front, three have been killed, including one radio man, three have been wounded, and one is a prisoner-of-war, Joe W. G. Clark, director of public relations for the Canadian armed forces, told the broadcasters at their Wednesday luncheon. He recounted his recent trip to the Italian front and complimented radio on the work it has done in war reporting. J. G. Turgeon, chairman of the Parliamentary Committee on Reconstruction, spoke on "Canada's Plans for Peace" at the Tuesday luncheon.

Basic principles underlying survey technique were explained in a talk by Matthew N. Chappell, of New York, consultant to C. E. Hooper Inc. Mr. Chappell listed

INTERNATIONAL group at the CAB convention, Quebec (l to r): Athol McQuairrie, Assn. of Canadian Advertisers, Toronto; B. J. Palmer, WHO Des Moines, and F. R. Gamble, American Assn. of Advertising Agencies

the five basic elements in surveys as follows: 1. What shall we ask questions about; 2. Of whom shall we ask them; 3. When shall we ask them; 4. How shall we ask them; 5. Of how many people shall we ask them.

Formulation of the problem is about half the battle, he said, in referring to the first element. Therefore, in planning a survey it is necessary to decide upon and formulate clearly the exact nature of the data desired. Second criterion, he said, deals with selection of the sample, which must be representative. Among conditions influencing radio listeners, he said, are program availability, time, competition between programs, geographic conditions, language and national origin, size of locality, family composition.

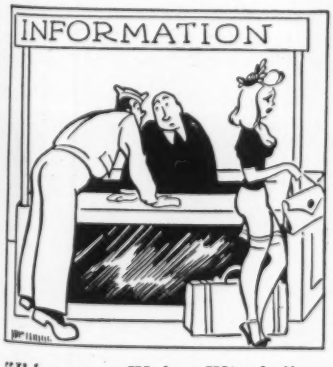
When to Ask

These conditions are taken care of by random selection, after decision has been made on number of homes to be contacted in each geographic, language, city size and other groups.

Third criterion, when we shall ask our questions, is easiest of all, according to Mr. Chappell. "We will ask them when the information will be useful to us," he said. "Some data we need often; others infrequently. Measurements on the attraction value of programs—that is to say, program ratings—we need frequently to guide our program building. But we do not need 'coverage' or station listening area data twice a month. This data every year or two may serve to

Lalonde Elected

PHIL LALONDE, director of CKAC, Montreal, was elected president of the Quebec Assn. of Private Broadcasters Feb. 15 at a meeting held in conjunction with the Canadian Assn. of Broadcasters' convention. Other officers elected were J. N. Thivierge, CHRC Quebec, vice-president; Marcel Lefebvre, CHLP Montreal, secretary-treasurer; Paul Lepage, CKCV Quebec, and Georges Bourassa, CKCH Hull, directors.



"I'd suggest Walter Winchell on WFDF Flint."

On the Air AROUND THE CLOCK

Since January 1st KCKN has been a 24-hour station . . . the only day and night (all night) station within 200 miles. Now, around the clock, Greater Kansas City enjoys the same popular-music program format that has made KCKN the Voice of Greater Kansas City. KCKN is fast becoming "discovered" by value-wise time-buyers . . . so better wire or call your nearest Capper office before the better availabilities are gone.

KCKN Kansas City
The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER
KCKN, Kansas City • WIBW, Topeka
ELLIS ATTEBERRY, MANAGER - KCKN, KANSAS CITY
CHICAGO 180 N. MICHIGAN—CE. 5977
NEW YORK 420 LEXINGTON—MO. 4-3280
KANSAS CITY 21 W. 10TH ST.—HA. 4700
SAN FRANCISCO 1207 RUSS BLDG.—DO. 5330

BROADCASTERS, Canadian and American, at Quebec. Front row (l to r): P. McGuirk, Weed & Co., Chicago; N. Nathanson, CJCB Sidney; B. Musnick, WLW Cincinnati, Harry Sedgwick, CFRB Toronto; Lt. Col. Keith Rogers, CFCY Charlottetown; Cy Langlois, Lang-Worth Productions, New York. Back row: Joe Weed, Weed & Co., New York; Malcolm Neill, assistant station relations supervisor, CBC Toronto; Hub Jackson, Russel M. Seeds Co., Chicago; Tiny Elphicke, CKWX Vancouver; Ken Soble, CHML Hamilton; Horace Stovin, Stovin & Wright, Toronto.

balance well our desires and pocketbooks."

As to the fourth criterion, Mr. Chappell said experience is a vital factor. "For example, if we want to know how big an audience *BBC News* gets in cities that have two local outlets, we would first try getting the information one way perhaps by unaided recall and then try it by others; Aided recall, by coincidental calls, by using a mechanical recorder, by setting up a listener panel or by using the mails. Whichever one we find to yield us the best results is the one we use."

Most "mysterious" criterion is the fifth, he told the CAB. "The important thing to be known about any sampling figure," said Mr. Chappell, "is this: How much larger or how much smaller must another figure obtained by sampling be before it is reliably larger or reliably smaller than the figure obtained. This is what the statistician means when he talks of a 'statistically significant difference' between results obtained by sampling. It is the only measure of statistical reliability which can have the slightest significance to an interested layman."

Bernice Challenger Bost

BERNICE CHALLENGER BOST, 42, radio commentator and former editor and publisher of several Chicago community and club magazines, died last week in St. Francis Hospital, Evanston, Ill. The former wife of William Dale Bost, president of the Orange Crush Co., Chicago, and the Bost Toothpaste Co., New York, spoke as a commentator on various women's programs under her true name and under a pseudonym, Priscilla Pride.

RTPB Reviewing Television Sound

Panel 6 Considers Changing Sound Signal to AM

PROPOSED changes in the present standards for broadcasting television sound, which now specify the use of FM rather than AM for sound transmission on the television channel, are being considered by a subcommittee of the Radio Technical Planning Board's Panel 6, according to the minutes of a recent meeting. In reviewing television standards, both FM and AM sound will be studied.

Particular attention will be given by the subcommittee to the problem of multipath distortion as it affects television broadcasting using the FM now standard for television sound. There will probably be greater multipath distortion as television develops into the higher frequencies of the spectrum. In this conection the subcommittee has asked the assistance of the Very High Frequency Broadcasting (FM) Panel 5, which thus far has not considered the problem of multipath distortion.

FM More Complicated

The minutes of the meeting of Panel 6 reveal that in addition to multipath distortion their are other points which appear to favor AM for sound transmission. FM receiving equipment is considered to be more complicated than AM. Then too, it has been found that FM reception requires finer receiver tuning of the sound channel, which makes occasional adjustments necessary. It was also noted, as a point against FM, that in the case of television sound, the use of FM hasn't resulted in any appreciable improvement.

On the other hand, the meeting found that much could be said in favor of the FM method in transmitting television sound. It is desirable to have the radio television sound channel use the same system that is being used for VHF broadcasting, which is FM. In regard to power use, the committee takes into consideration the fact that an FM sound transmitter requires less power, which is an economic factor. Finally, the committee was told that the use of FM results in less static and electrical interference.

While it was pointed out that the television technicians themselves do not favor either FM or AM for sound transmission, the problem promises to be an increasingly important one economically as television comes into greater prominence after the war, the committee feels. For that reason RTPB's Panel 6 is studying the problem from all angles with extreme care and has asked Panel 5 to submit a recommendation on the problem of multipath distortion and also that of receiver stability on FM sound channels.

All of the television standards are being reviewed by Panel 6, and the method of handling the sound is only one of the standards to be studied. The inustry, however, is viewing with interest the television sound problem, as it will provide a forum discussion upon relative merits of both FM and AM.

Young Oldtimer

ALTHOUGH still a youngster himself (48), Frank E. Mullen, vice-president and general manager of NBC can look back on 21 years of service in radio. Mr. Mullen, who has seen the radio industry grow from the catwhisker stage to its present high state of development, nevertheless predicts even greater things for the post-war era. "An occasional visit to the RCA Laboratories," Mr. Mullen said last week, "will give even an oldtimer in radio the thought that he cannot relax and just go on selling time." Everybody in broadcasting, according to Mr. Mullen, should feel he is in on the expansion from the very start.

'WE' FROM CARRIER

HIGHLIGHTING the imminent launching of USS *Shangri-La*, new aircraft carrier, *We, the People*, CBS program sponsored by Gulf Oil Corp., last Sunday presented a broadcast from the deck of the ship.

PROGRAM THE HEADLINERS!

NBC RECORDED PROGRAMS

For example:

"TIME OUT" for Fun and Music

★ Combining superb musical talent, pleasant banter and expert production. Two series of 26 quarter-hours each—Series I with Allen Prescott, Felix Knight and Ted Steele's Novatones; Series II with Ted Steele and Grace Albert . . . each with unique lead-in to local commercials. Outstanding sales record for a wide variety of products. Many advertisers have repeated for longer series. Write for details today.

★ ★ ★

Many other NBC Recorded Programs—
5 minutes to half-hour.

National Broadcasting Co

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

KOZY

FM in KANSAS CITY

★

EVERETT L. DILLARD
General Manager

PORTER BLDG.
KANSAS CITY

OWI PACKET, WEEK MARCH 13

Check the list below to find the war message announcements you will broadcast during the week beginning March 13. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Red Cross	X	X	X	X	X	--	--
Victory Gardens	--	X	X	X	X	--	--
No-point, Low-point Foods	--	X	X	X	X	--	--
Home Front Pledge	X	--	--	--	--	X	--
Fight Waste	--	--	--	--	--	--	X
Save Paper	X	--	--	--	--	--	--

See OWI Schedule of War Messages 99 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

O'Dea to Intervene

RICHARD O'DEA, minority stockholder in WOV New York, has requested the FCC to advise him when a date has been set for the hearing of the WOV application for transfer of stock held by Arde Bulova and his brother-in-law, Maj. Harry Henschel, former manager of the station, to the Mester brothers, in order that he may file a petition to intervene in the procedings. Mr. O'Dea holds 20% of the common stock and one-half of the preferred stock in WOV [BROADCASTING, Feb, 7].

Universal Reorganized

UNIVERSAL MICROPHONE Co. Ltd., Inglewood, Cal. has been dissolved and reorganized into a partnership to be known as Universal Microphone Co., with the assets and liabilities of the former company. The partnership will continue to conduct the business of the former corporation, according to an announcement last week. Officers will continue to be James L. Fouch, president, Cecil L. Sly, vice-president and Durwood D. Allen, secretary.

Gillette Derby Plans

GILLETTE SAFETY RAZOR Corp., Boston, on CBS will sponsor May 6, 6-6:30 p.m., the Kentucky Derby, sponsored by Gillette for several years. CBS has exclusive broadcast rights through 1945. Agency is Maxon Inc., New York.

Rainbow Dye Spots

SPOT RADIO in the New England and Philadelphia areas starting in April, is planned by Rainbow Dye Co. New York. Agency is Hirshon-Garfield, New York.

Public Relations Post Given Douthat By RMA

JAMES W. DOUTHAT has been appointed director of publications for the Washington headquarters of the Radio Manufacturers Assn. in an expansion of staff and membership services authorized recently by the RMA board of directors. His duties will include membership, press, patent, short-wave program and other bulletins of the Association and also industry promotion and press relations.

Mr. Douthat

Mr. Douthat was with the AP for 18 years and for the past eight years has covered the Supreme Court. He is a graduate of Emory and Henry College in Virginia, is 42, married and has one daughter.

Your nearest Branham representative has Hooper-authenticated facts to prove KRIS's dominance over the rich, ever-expanding Corpus Christi market. (Philip M. Hauser, of the Census Bureau, rates Corpus Christi as one of America's six fastest-growing cities with best prospects of retaining wartime growth.)

In this prosperous Gulf Coast city of well over 100,000 people, KRIS's dominant evening listenership averages 65 per cent or more. Take network or spot time on KRIS . . . and reach more people at less cost.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
• represented by the Branham Company

Buy Both! KRIS and KXYZ, Houston. . . a Money-Saving Combination

FIRST . . . IN SERVICE!
FIRST . . . WITH THE NEWS!
FIRST . . . WITH RESULTS!

WNBH
New Bedford, Mass.

. . . CONTINUES TO DOMINATE THE RICH COASTAL CAROLINA MARKET . . . including not one . . . not two . . . BUT THREE (3) of the world's mightiest Military Bases!

CONTACT DIRECT . . . THE COASTAL BROADCASTING CO., INC.
NEW BERN, NORTH CAROLINA
LOUIS N. HOWARD, Pres.

5000 WATTS • DAY AND NIGHT
WJW 850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally By HEADLEY-REED CO.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

GET ALL 3
IN HARTFORD

An important market calls for a good advertising job! Get all 3 on WDRC—(1) coverage, (2) programs, (3) rate! That's the tried and true formula of successful adcasters.

CONNECT IN CONNECTICUT!

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

GENNETT • SPEEDY-Q
Sound Effect Records
LARGEST LIBRARY IN THE WORLD
All $2.00 Each
INCLUDING LATEST ACTUAL WARFARE EFFECTS
IMMEDIATE DELIVERIES
Order From Nearest Office
CHARLES MICHELSON
New York, N. Y.
67 W. 44th St.
STARR PIANO CO. Richmond, Ind.
STARR PIANO CO. Los Angeles, Cal.
So. 1st and B Sts. 1344 So. Flower St.

Covers Atlanta at LOWEST Cost!
WATL
ATLANTA
1400 KC
MBS
SPOT
Represented by SALES

Dangers of State Radio Explained

(*Continued from page 18*)

do his part in helping make radio work better for our country.

"To do its part more efficiently, radio needs you: your interest in its programs: your habitual turning to it periodically for diversion, recreation, inspiration: your reliance on it for the news, reminders, and information the government depends on it to give you.

"I happen to have been born with a musical streak, consequently I have more than a mild weakness for—of all things—string quartet music. I work daytimes, of course, but I could listen to string quartet music over the radio every evening from dinner to bedtime and be happy.

Then a Revolution!

"But suppose some dictator of radio programs (praise be, we have none in America) decided to dish out that fare to the public; nothing but string quartets from 7 to 11 every evening! No Benny, no Bergen, no Kay Kyser, no Aldrich Family, no Ralph Edwards, no Kate Smith, no Vic and Sade, no plays, no operas, no commentators, no forums, no news—just string quartets. Station after station—network after network—just string quartets. The best the world affords of no—nothing but just string quartets. I'll leave it to you what sort of a revolution would follow.

"But what is worse: the public—the millions of eager listeners night after night—would not be listening. They would not hear what your government and mine had to say; how to conserve, how to help in the war, how to do their part. One of Uncle Sam's very most important mediums of public information and inspiration would be silent—*for want of its audience:* because its audience would have long since learned to do more interesting things than listen to what, for the very great majority, was an *uninteresting* radio!

"For don't let us forget: we, personally, may like opera, or certain singers, or bands, or stories, or comedians, or commentators, or plays, or daytime serials (or even string quartets). But we just can't *force* people to like a certain kind of program—even our own preferred kind. And we can't *force* them to *listen.* Radio must give people the best programs it can produce, of the broad kinds which people want, or they just don't tune in. And all of us must agree that today, any situation in America other than that of a free, eager interest, throughout the land, in what is on the airways is unthinkable; for that interest is indispensable to the process of effectively informing and inspiring the public; and that process is vital in speeding the day of victory.

Three Suggestions

"So my suggestions to you as to how women can help radio better serve the public are very simple.

"My *first* suggestion is: that you try to *study wartime radio* so that you understand its true wartime functions, which are: to keep the largest possible number of radio audience tuned in—listening to entertainment, instruction, news, or whatever will please, amuse, or divert—but to keep them *listening;* so that this audience is ready for the government messages of information or inspiration, whenever they come over the air.

"My *second* suggestion is: that you *try in a constructive way to help* radio perform these wartime functions more effectively: by expressing your opinion to the sponsors, stations, and networks, by offering them your suggestions for improving programs; but always *with an understanding* of radio's wartime job.

"My *last* suggestion is: that you *learn to use radio*—to depend upon it more for its hour-by-hour diversion, inspiration, solace, or entertainment, plus its quick source of up-to-the-minute reminder information about the many war needs of your country."

Hints at State Control

Hinting several times at the possible necesssity of Government control of radio, Miss Dickerman, said that while the public will always have radio, ". . . whether radio service will be provided by private and largely independent radio companies, or not, depends on how well those companies serve the public interest."

Turning to daytime serials, described as "reeking . . . with gush and gore and gutter morals," Miss Dickerman said the "naive" introduction of " 'moral precepts', as a sop to conscience of producer and public" was no antidote for the "low standards" of the programs.

A certain type of small station program, which features contests in which prizes are awarded on the basis of chance, rather than performance or merit, "has all the moral quality of a lottery", she said.

Radio stations have failed to give the maximum in quantity and quality of sustaining programs, in return for "the monopolistic use of a publicly owned facility, by private companies for private benefit," she charged.

She urged women to fight the commercial pressure which seeks to profit from cheap and lurid programs for profit's sake. She suggested that through mutual agreement, or through cooperation with the FCC, arrangements be made by the networks and the local stations to guarantee that at any hour of the day at least one broadcasting company carry a program on an intelligent level. Women should see that the station does not exploit its facilities for such purposes as the so-called "lotteries". The industry should be made to understand that public service should be geared in part to any rise in earnings, and should improve the quality of sustaining programs accordingly, she said in conclusion.

Dorothy Dunbar Bromley, Sunday women's editor of the *New York Herald-Tribune*, said broadcasting officials would admit in private that the IQ of daytime serials was decidedly low.

Gertrude Wixson, of the *New York Journal American*, questioned the need for so many "blood and thunder" radio programs for children, in the present wartime atmosphere. She suggested turning over the 4-6 p.m. period to programs in which children—non-professionals—could participate.

Other speakers included: Anita L. Barnard, NBC; Thomas Cowan, WNYC; Dorothy Day, WINS; Julie Braverman, WAAT Newark; Grace M. Johnsen, Blue Network; Mary Jane Kroll, WABC; Robert M. Scholle, WLIB; Helen J. Siousat, CBS; Marion Sabatini, in charge of women's war programs of the domestic radio bureau of the Office of War Information; and Sylvia Schumacher, of the Du Pont *Cavalcade* program on NBC.

FTC Ad Study

APPROXIMATELY 5% of advertising expenditures of the paint and varnish industry in 1939 went for radio, according to a report last week by the Federal Trade Commission on distribution of building materials, part of a study undertaken in 1940. The Commission reported that 115 firms, with 80% of the industry sales, spent $3,555,000 for advertising, of which 4.87% was for radio, 7.9% for newspapers, 8.8% for trade journals and 7% for national magazines. Largest outlays were for direct mail and dealer displays. In the lumber industry, the study showed only 2 of 38 companies reported use of radio.

"New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—*if the network they are on cannot furnish coverage here*
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

FROM THE EUROPEAN Theater of Operations comes this Valentine greeting from the officers and staff of the American Forces Network, "This is the American Forces Network, Broadcasting to YOU, the Fighting Men of the United Nations!" It is autographed by the following: Lt. Col. Charles H. Gurney, Officer in Charge, former owner of WNAX Yankton, S. D. and brother of Sen. Chan Gurney (R-S.D.); Maj. John S. Hayes, assistant Officer in Charge, formerly of Mutual, New York; Lt. Robert M. Light, Executive Officer; Sgt. Michael Robinson, production manager; Cpl. Karl A. Hoffenberg, program director, formerly with WWJ WJR CKLW WGN; Cpl. Arthur J. Freeman, librarian, in civilian life with 20th Century Fox; Cpl. Warren Bryan, announcer, a radio actor before the war; Pfc. Keith Jameson, announcer; Cpl. Syl Binkin, announcer, who left WEW St. Louis for the Army; Pvt. Johnny Kerr, announcer; Pvt. Namer Paulsen, writer; Cpl. Charles R. Capper; Cpl. John B. McNamara, announcer.

Vanno Expands

CHEMICALS Inc., Oakland, Cal. (Vanno), on March 17 begins sponsorship of a five-minute weekly newscast on eight Pacific Coast CBS stations. Contract is for 13 weeks. Chemicals is extending *Headlines in the News* to eight additional New England stations, starting Feb. 21, bringing total to 21 outlets in that area. Agency is Garfield & Guild, San Francisco.

Adair Named

(*Continued from page 10*)

Ph.B. in electrical engineering and is a member of Sigma Xi.

Mr. Siling was with AT&T from 1917 to 1929 in Transmission and Outside Engineering departments. From 1929 to 1933, he was outside plant engineer of IT&T and afterward served as acting plants operation engineer for the system. In this position he was responsible for outside plant construction and maintenance, central office installation and maintenance, plant extensions and related activities.

Mr. Siling was appointed superintendent of materials and supplies for IT&T of South America in 1931, with headquarters in Buenos Aires. In 1933 he was appointed Assistant Deputy Administrator of the National Recovery Administration in charge of codes of the electrical manufacturing industry. In 1935 he transferred to the FCC as senior technical engineer and in February, 1927 was appointed assistant chief of the International Division.

Woodward's Career

When Mr. Gross was named assistant chief engineer in charge of broadcasting in 1941, Mr. Siling was promoted to head of the International Division. Mrs. Siling is the former Grace Ruth Post, whom he married in 1921. They have one daughter.

Mr. Wodward, new chief of the International Division, was born Feb. 5, 1902 at Cape Charles, Va. He graduated from Virginia Polytechnic Institute in 1922 with a B.S. in electrical engineering. Upon graduation he joined Western Union's engineering department, remaining there until 1929. He was in charge of equipment and automatic operation of submarine telegraph circuits.

Joining IT&T in 1929, he served with that company until 1933 as ocean cable systems engineer in charge. In 1934 he transferred to the Postal engineering department and left the following year to join the FCC as senior telegraph engineer. He was appointed March 16, 1942 as assistant chief of the International Division. In 1938 he was a technical adviser at the international conference in Cairo.

Mr. Woodward is married and has two children.

Gardner Advertising Co. Names 4 Vice-Presidents

GARDNER Advertising Co. of St. Louis has announced the election of four new vice-presidents for the agency. Named are Rea Adams Mecchella, L. C. MacGlachan, Rudolf Czufin and Merle R. Fuller.

Mrs. Mecchella is a past vice-president of the Advertising Federation of America. She joined Gardner in 1935. Mr. MacGlachan has been an account executive for the agency. Mr. Czufin has been art director for the Gardner concern and Mr. Fuller has been an account executive for the past seven years.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

Know Your AMERICA!
NOW ON
WJR DETROIT
WOV NEW YORK CITY
WNOE NEW ORLEANS
WITH BALTIMORE
WMOB MOBILE
A LONG CO. "MARKET TESTED SHOW"
"Teaches Sound Americanism Through Good Entertainment" is the judgment of these station executives. Listen in, then phone or write for full particulars.
THE W. E. LONG CO.
155 North Clark St.
CHICAGO 1, ILL.

"Little Chief" says:- WANT MORE IDAHO WAMPUM?
KSEI
POCATELLO · IDAHO

No. 1 Station in a No. 1 Market
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS · National Representatives

WFBG
ALTOONA, PA.
Complete Coverage
NBC affiliate and BLUE Network
19 years in the public service
HEADLEY-REED CO.
National Representatives

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

SPORTS
MUSIC
NEWS
WHN
DIAL 1050
50,000 WATTS

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA - MONTANA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 12 TO FEBRUARY 18 INCLUSIVE

Decisions . . .

FEBRUARY 16

KOMA Oklahoma — Granted petition amend application for CP change to 690 kc. Conditions.

WSPR Springfield, Mass.—Granted motion amend application for CP so as to request 1270 kc, 1 kw D, 500 N, using DA-DN, instead 1 kw DN and removed application from hearing docket.

WNAC Boston—Commission on its own motion continued to April 24 hearing now set for Feb. 23 on application for CP move auxiliary transmitter locally in Quincy, Mass.

FEBRUARY 17

KNOE Inc., Monroe, La.—Granted petition reinstate and grant application for CP new standard station, 1450 kc, 250 w, unlimited. Transmitter site and antenna to be determined subject to FCC approval.

The Fort Hamilton Broadcasting Co., Hamilton, Ohio—Granted CP new standard station, 1450 kc, 250 w, unlimited. Transmitter site and antenna to be determined subject to FCC approval.

Robin Weaver Sr., Clarksdale, Miss.—Granted request change assigned call letters for new station from WARW to WROX.

KQW San Jose, Cal.—Granted extension license for period ending May 31, 1944, pending determination renewal application under Multiple Ownership Rule, Sec. 3.25.

WDSU New Orleans—Granted consent vol. assgn. license and CP from WDSU Inc. to E. A. Stephens, Fred Weber and H. G. Wall, d/b Stephens Broadcasting Co.

WSAM Saginaw, Mich.—Granted acquisition control by Milton L. Greenebaum by purchase of 35 additional shares.

WKNY Kingston, N. Y.—Granted vol. transfer control from Benjamin F. Feiner Jr., Morris S. Novik, and Louis J. Furman to Myer Wiesenthal, Charles C. Swaringen, et al, representing purchase of 750 shares (50%) for $15,000.

WKEU Griffin, Ga.—Granted renewal license and CP increase 100 w to 250 w, install new antenna on 1450 kc. Conditions.

Applications . . .

FEBRUARY 14

WARC Inc., Rochester, N. Y.—CP new standard station, 1240 kc, 250 w, unlimited. Amended re equipment.

WHBC Canton, O.—Mod. CP authorizing changes equipment, frequency, increase power and DA-N, for changes in antenna system and extension completion date.

WICA Ashtabula, O.—Special service authorization operate unlimited time 970 kc, 1 kw D, 100 w N, for period ending 8-1-44.

Gus Zaharis, South Charleston, W. Va.—CP new experimental television station 50,000-56,000 kc, A 5 and special emission, 110 w aural, 50 w visual.

WKBV Richmond, Ind.—Vol. assgn. license to Central Broadcasting Corp.

FEBRUARY 15

WSAP Portsmouth, Va.—CP change 1490 kc to 1240 kc.

FEBRUARY 17

KWBU Corpus Christi, Tex.—License cover CP authorizing construction new standard station, 1010 kc, 50 kw, hours of daytime to sunset at Little Rock, Ark.

KSUB Cedar City, Utah—Petition reinstate application for CP make changes in equipment, increase power to 250 w.

National Broadcasting Co., Philadelphia—CP new commercial television station, 102,000-108,000 kc 1 kw, A 3 and A 5 emission. Dismissed at request of applicant.

FEBRUARY 18

Susquehanna Broadcasting Co., York, Pa.—Cp new FM station, 44,500 kc, 3,060 sq. mi.

Gene L. Cagle, Fort Worth, Tex.—CP new standard station, 1340 kc, 250 w, unlimited. Facilities of KAND.

Indiana University, Bloomington, Ind.—CP new non-commercial educational FM station, 42,900 kc, 10 kw, special emission.

Commodore Broadcasting Inc., Springfield, Ill.—CP new FM station, 46,900 kc, 8,050 sq. mi.

Commodore Broadcasting Inc., Decatur, Ill.—CP new FM station, 46,500 kc, 15,708 sq. mi.

in the CONTROL ROOM

WILLIAM PURVIS, who recently received an honorable discharge from the Navy, has joined CBS as shortwave transmitter technician at the Wayne, N. J. plant. Before joining the Navy, Mr. Purvis was communication operator with the Civil Aeronautics Administration.

EDWARD ANTHONY, control room engineer of WTAR Norfolk, has been inducted into the Navy.

BERNARD ONTIVEROS has joined KTMS Santa Barbara, Cal., as transmitter engineer, rep'acing Jack McClaren, now in the Navy.

BESS O. BEEMAN is the first woman engineer to work in the control room of WELL Battle Creek, Mich. She is also known as the Texas Poet of Radio.

ROBERT E. POE has rejoined the engineering staff of WAOV Vincennes, Ind.

WALTER ROGERS, studio engineer of WLW-WSAI Cincinnati, is the father of a girl.

PERRY HUFFMAN, former engineer of KYW Philadelphia and now in the Army, has been promoted to captain. He is now serving overseas.

GILBERT F. NORRIS and Carl Hansen are new members of the engineering staff of WHK-WCLE Cleveland.

CHARLES BUTLER, for 16 years NBC studio engineer, on Feb. 14 was appointed a director on the Blue Network Central Division production staff.

KTUC Tucson, Ariz., has changed its telephone number to coincide with its frequency of 1400 kc.

HELP WANTED

Announcer Wanted by Radio Station WSPD. A real opportunity on a 5000 watt NBC station. Wire or write, stating qualifications.

W S P D
Toledo, Ohio

ENGINEER

• Harvard graduate, 4F, 15 years experience all phases radio. Desires permanent position as engineering executive with station operating or planning FM outlet. Experience covers station operation and management, both AM & FM, programming, design and construction all types equipment, recording, etc., FCC procedure. Free to locate. Prefer west or northwest.

BOX 883, BROADCASTING

CLASSIFIED ADVERTISEMENTS

Situations Wanted (Cont'd)

Producer-Writer—Capable and experienced, with definite talent and capable of originality. Available if you can prove existence of real opportunity. Presently employed at 50 kw station. Box 873, BROADCASTING.

Manager or Commercial Manager—5 years radio, 6 years newspaper, proven sales record. Write Box 871, BROADCASTING.

Young Man—Draft exempt, first phone license, five years varied technical experience, no previous operating. Wants position second operator. Anywhere. Robinson, 3647 Main, Kansas City, Missouri.

For Sale

For Sale—179 ft. Blaw-Knox tower insulated, self-supporting, tapered cross section. Price, $2,525 cash. KFAC, Los Angeles 5.

Wanted to Buy

All Or part interest in 250 Watt Broadcasting station. In south, southeast or southwest. Box 891 BROADCASTING.

EQUIPMENT WANTED — New or used 1 KW transmitter, phasing equipment, vertical radiators, copper wire for ground system coupling units, frequency modulation and phase monitors. Address Box 890. Care BROADCASTING MAGAZINE.

1 Portable Recorder—Complete with amplifier. Must be in good condition. WAGA, Atlanta 3, Georgia.

Want To Buy—500 watt transmitter, tower, modulation and frequency monitor and studio equipment. Box 880, BROADCASTING.

Wanted—250 Watt transmitter and accessory equipment. Send list. Will pay cash without delay. Box 896, BROADCASTING.

Wanted to Buy—250 watt transmitter and all other necessary equipment for such operation. Please give complete details, condition, age, price, etc. Address Box 879, BROADCASTING.

Equipment Wanted—RCA or Federal Field strength meter. State condition, last calibration date and price. Box 877, BROADCASTING.

Wanted to Buy—One kw transmitter any make also modulation monitor of accepted FCC standards. Vertical tower 200 feet or over. Guide or self-supporting. Box 870, BROADCASTING.

Wanted to Buy—Will pay cash for good 1 KW transmitter and other station equipment. Phone Seneca 1426 or write Scripps Newspapers, Lloyd Building, Seattle 1, Washington.

WANTED—ONE MODULATION MONITOR WITH FCC APPROVAL. WRITE CHIEF ENGINEER, WKZO KALAMAZOO, MICH.

If you are a **Good Announcer** or salesman here is a real chance for **permanent well-paid** position. If you have any special ability as M.C. or excel as newscaster, so much the better. Write down (in confidence) all possible particulars, including draft status, physical defects, age, experience, etc.

Last year this appeal placed some good men in good jobs in a well-known Eastern basic station. **Special consideration** given men with military discharges. Others should state when they can accept position, if offered. This is a genuine opportunity, if you have ability and ambition, to get set for the future.

BOX 895
BROADCASTING MAGAZINE

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Announcer—By progressive NBC affiliated stations. Draft deferred. Prefer man with southern station experience. Give full information WTMA Charleston, S. C.

Needed—Announcer—With turntable technique for clear channel kilowatt. No night work. KLCN Blytheville, Arkansas.

PROGRAM DIRECTOR—Wanted for progressive 5000 watt station located in Massachusetts and by regional network. Fine opportunity for announcer or production man with imagination and showmanship. Starting salary $55 a week. Apply Box 884 BROADCASTING.

RADIO SALESMAN—Wanted for Bridgeport, Conn. Excellent station. Starting salary $60 a week. Apply Box 885 BROADCASTING for personal interview.

Wanted—Experienced announcer start at $55.00 per week. Will pay moving expenses for permanent man. Write WINC Winchester, Virginia.

Announcer-Newscaster — Draft exempt. Experienced. For progressive Central New York Network station. Basic salary $40 for 40 hours. If personal audition impossible, send references, photo, and transcription. Box 878, BROADCASTING.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 876 BROADCASTING.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 875, BROADCASTING.

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station Send details to KSEI, Pocatello, Idaho.

Experienced Radio Announcer—On 5 kw Regional Network Station. Give personal information and salary requirements. Box 874, BROADCASTING.

Licensed Operator—Who can do some announcing for Alaska stations. Good salary, transportation from Seattle. Give complete details your qualifications. Office KINY-KTKN, 708 American Bldg., Seattle, Wash.

Sales Promotion Man—Important network station which will add FM and Television services offers excellent opportunity for man with some advertising experience . . .the more the better. But ideas and applied energy are most important. Good salary. Write in detail. Box 872, BROADCASTING.

WANTED—Announcer, 4F or discharged from the service for newscasting and announcing position. Send references, audition record, salary expected, to WCBI, Columbus, Mississippi.

News Writer—For news department 50 kw regional station in midwest. Give full record news experience and minimum salary. Address Box 869, BROADCASTING.

OPERATOR—Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical Manager, WFDF, Flint, Mich.

Announcer—Progressive Ohio network affiliate needs experienced man. Good pay, pleasant working conditions. Write Box 868, BROADCASTING.

Announcer-Copywriter — Immediate permanent position with successful station. Reliability required; participation in civic activities requested. Age, draft status, experence, starting salary, snapshot all details first letter. KGFW, Kearney, Neb.

Help Wanted (Cont'd)

Wanted Announcer—Newscaster Blue-Mutual affiliate has immediate opening for experienced man for informal record shows—news—special events. Congenial staff. Pleasant working conditions. Good salary to right man. Airmail WBIR Knoxville, Tennessee, giving full information. Send audition.

ADVERTISING SALESMAN. LEADING RADIO STATION REPRESENTATIVES want young or middle age man as time salesman. If now employed in advertising agency or on radio station and wants to join top ranking organization and try his hand at selling, with good future, send particulars at once to Box 898, BROADCASTING.

ADVERTISING SOLICITOR—Want man experienced in selling, servicing and maintaining good will of local merchants. Active list already established, basic Blue Network station east coast—write full story in first letter, a post war job for right man. Box 897, BROADCASTING.

Situations Wanted

ENGINEER — Electrical engineer—4-F—draft deferred—nine years experience. High—medium—low power—Present position Chief Engineer—Desire change. Box 894 BROADCASTING.

Experienced Engineer — Technician with over 11 years experience on construction and maintenance. 1st class radio telephone license. Interested in permanant position only. Box 892 BROADCASTING.

Music Director — Program Director — Or general combination. College degrees. Professional music, dramatic experience. Writing experience. Little radio experience. Experienced college, high school teacher—dramatic production, band, orchestra, choral. Congenial. Industrious. John Paul Jones, Tech High, Atlanta, Georgia.

EXPERIENCED OPERATOR—First phone, references, 4-F, family, available 2 weeks. Must be permanent. Guarantee $50 per week. Box 889 BROADCASTING.

CHIEF ENGINEER—Three years experience in broadcast with First Class Phone license—250 watt to 50 kw—Directional—all phases operation and maintenance—Draft deferred. Box 886 BROADCASTING.

RADIO TELEPHONE FIRST CLASS—Three years' experience. Two years with 50 killowatt. Available as chief or assistant chief. Age twenty-three. Draft exempt. Very best of references. Box 887 BROADCASTING.

Station Owners—Bring youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason for desiring change. Confidentially, let's confer. Write P. O. Box 6662, Cleveland, Ohio.

Radio Engineer—12 years experience in broadcasting. Automatic telephony and equipment design. Desires a conection in any of these fields. Box 881, BROADCASTING.

Trained Radio Help Available—to help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radiotelephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. DeFOREST'S TRAINING, INC., 2533 N. Ashland Ave., Chicago 14, Illinois.

WANTED
Assistant Engineer For FM Station

North Carolina's Pioneer FM station, WMIT, with its transmitter atop Clingman's Peak. Single man, draft exempt. Salary plus board and lodging. Attractive proposition for right man. Write full information to—

P. O. Box 2093
Winston-Salem,
North Carolina

WANTED TO BUY

1 5kw Transmitter

4 Towers

Prompt action and cash will be given

BOX 882, BROADCASTING

WANTED

Hammond Organ with Crawford speakers. State best cash price. First good offer accepted.

BOX 888, BROADCASTING

WANTED

By Southern Regional Network Station:

Operators at $49.00 per week

Announcers at $55.00 per week

Furnish photograph, complete employment record and references.

Announcers please furnish transcription.

ADDRESS: BOX 893
BROADCASTING MAGAZINE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

BACK THE ATTACK

'TIL THEY COME BACK!

New Radio Research Program Urged by Archibald Crossley

Statistician Points to Weakness in Existing Survey Methods at Marketing Meeting

A FIVE-POINT program for radio market research, covering audience, attention, attitude, advertising and accomplishment of programs, was outlined by Archibald M. Crossley, president of Crossley Inc., in an address Thursday before the American Marketing Assn. at the Hotel Sheraton, New York.

Likening today's radio research to "a television image beginning to take form", Mr. Crossley said that "so far only the noses have appeared clearly and we have been very busy counting them—so busy that we have ignored the fact that those noses belong to people—people who have ears and brains—people who think—people who have likes and dislikes—people who not only listen, but buy."

Even in counting noses, material for making a true projection to the total national audience of any program will not be made available until non-telephone homes in cities and homes in small towns and farms are checked as well as big-city telephone homes, he said.

Attention Factor

"The greatest unexplored field in radio research is this subject of attention," Mr. Crossley declared. "If you don't have attention, nothing else matters. Today you do not know for the whole United States how many people are consciously listening to your program. Whatever the cost, whatever the interviewing problems involved, sooner or later that information must, and will be, obtained.

"In radio showmanship, as in the theatre or on the screen, tempo has played an important part. Attention has been sought in mystery thriller thrillers, in serial stories, in variety—but some of the most elaborate and expensive efforts have fallen flat. Here is a job for radio research—to find out what it is that creates—and holds—attention, for the effectiveness of a program bears close relation to the degree of interest which it holds for the set owner.

"Attention, in part, is affected by attitude toward a program. If the program, or one of its features, has been well-liked in the past, the favorable attitude should produce initial attentiveness. What people like about a program depends upon many things—a mood, the day's events, the choice of music and talent, and so on. You cannot, of course, study attitudes for all programs the same way.

"A number of means have been devised to study program attitudes.

"None of them so far has been carried very far. And yet attitudes are making and breaking popularity—building and destroying audiences. In the program attitude story, the commercial plays a major part. Sometimes the commercial goes so far it sends the dial spinning to another wave length. Sometimes it doesn't go far enough to do its job. The frank truth is that we are still neophytes in radio commercials. Some of them scream, some nervously apologize. And while we are finding out how best to fit the advertising into the program, inevitably we face the question, 'What Has the Program Accomplished'? Studying the effectiveness of a radio program is not an easy job."

E. W. Engstrom, research director, RCA Laboratories speaking on "Post-War Trends Resulting from Radio and Electronic Research", cited television, FM and facsimile as three radio services which are technically ready to serve the public.

Langendorf Musical

FOLLOWING a three-week test run on sustaining basis, Langendorf United Bakeries, San Francisco, on March 13 starts a weekly musical *A Song Is Born* on 6 NBC Pacific stations (KFSD KFI KMJ KPO KGW KOMO), Monday, 6-6:30 p.m. (PWT). Featured weekly will be three songs by non-professional composers with $50, $25 and $10 in War Bonds and stamps to be awarded by studio audience applause. Listeners will choose three songs from the 15-week cycle to be used on 16th broadcast. BMI will publish final winning tune. Larry Keating will m.c. Caryl Coleman is to write the show, with Archie Scott as producer. Pacific Coast Adv. Co., San Francisco, has the account.

ANPA TO WITNESS GE VIDEO EXHIBIT

MEMBERS of the American Newspaper Publishers Assn. have been invited to an April 28 demonstration of televised news, to be held at Schenectady following close of the ANPA convention in New York. A special edition of a newspaper will be televised, reviewing various types of news and feature material.

First the regular newspaper page will be televised, then GE will show how the same news might be covered by television, using models, puppets, actors and movies to supplement efforts of newspapermen in the studio. The demonstration is designed to show publishers how television can be helpful to them in dissemination of news. Eastern publishers saw a similar exhibit last November.

GE featured the three winners of the Beaux-Arts Institute of Design contest for best television studio plans in a program on WRGB Feb. 20. First television style play was presented by WRGB last Friday.

More Battery Packs

PRODUCTION of battery packs to operate rural radio sets totaled 3,750,000 units during 1943, according to Arthur Stringer, NAB promotion director. Mr. Stringer expressed the belief that battery packs available to farmers would register an increase during 1944.

On Reserve

FOUR uniformed policemen of Vincennes, Ind., have been placed on the "reserve list" for the operation of the WAOV Vincennes transmitter in case of emergencies. The two-way radio-telephone operator licenses of the policemen have been especially approved by the FCC to permit the measure.

Drawn for BROADCASTING by Sid Hix

"He Winds Up . . . . There's the Pitch . . . . It's a Strike"

Open Record Rule Is Termed Unfair

Briefs Say Free Competition Endangered by FCC Proposal

OBJECTIONS to a proposed amendment to Sec. 1.5, Rules of Practice & Procedure Relating to Inspection of Records, under FCC Order 118 [BROADCASTING, Jan. 24], were raised last week in briefs filed by the NAB on behalf of radio generally, the major networks and individual broadcasters.

Chief objection was voiced on the ground that such a rule would be discriminatory, in that other advertising media in competition with radio are not required to expose their business records for public inspection, and that the amendment, if adopted, would place radio in the category of a common carrier.

Primary Objections

Three primary objections were listed by the NAB: (1) "Par. (c) of the rule now proposed is deemed to be too indefinite; (2) the retroactive feature of Par. (c) might result in inequities and undue hardships; (3) it is not clear that the adoption of Par. (c) will serve any useful purpose." NAB waived right to oral argument.

Segal, Smith & Hennessey, filing on behalf of King-Trendle Broadcasting Corp., Detroit, (WXYZ) and Scripps-Howard Radio Inc., objected on the grounds that the proposed rule would do away with competition.

NBC and CBS filed briefs on similar grounds. To the CBS brief was added the objection that since the business records of advertising media in competition with radio are not open for public inspection, the proposed rule would be discriminatory and unfair.

Dempsey & Koplovitz were to file on behalf of the Don Lee Network. Oral argument under Order 118 is set for 10:30 a.m. March 1 before the Commission en banc.

Station at Cornwall

A NEW 100 w station is to be built at Cornwall, Ont. The *Cornwall Standard Freeholder* is the licensee, the Board of Governors of the Canadian Broadcasting Corp. having passed the application at a recent meeting. Call letters have not yet been assigned. The station is affiliated with CFOS Owen Sound, Ont., and the *Owen Sound Sun Times*, and it is learned that duplicate equipment or replacement equipment of CFOS will be used to build the transmitter at Cornwall.

SERIES TO BE TELEVISED

BOOTS NUT AIRCRAFT Corp.'s new program which starts on Mutual Feb. 27 in the Sunday 4-4:30 p.m. period, will be repeated at 8:15 p.m. as a television program on W2XWV, New York television station operated by Allen B. DuMont Labs. on an experimental basis. Commercials will be included. Boots agency is Cecil & Presbrey, New York.

MORE advertisers spend

MORE money to sell

MORE merchandise to

MORE people on **WLW**

than on any other radio

station in the world.